tait | CC

Tait's Standards and Measures

Tait's work is guided by a number of principles: innovation, strategic thinking, integrity, relationships, value, team and pride. In living these performance principles, all Tait employees are expected to meet certain standards consistently in their work. Standards exist for:
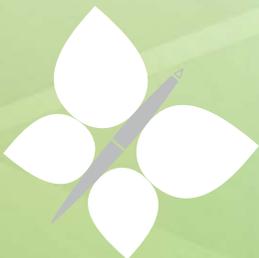
Responsiveness

On time/on budget

Productivity

Quality

Accuracy

Client satisfaction

Standards provide a basis for assessing performance, and in particular, how well performance aligns with and supports Tait's principles.

Some standards are not easily measured in aggregate; however they clearly communicate expectations and enable employees to know, without a doubt, whether they are meeting expectation. For example, the Tait standard is that staff respond to email on the day it is received. Every employee knows whether they have met this threshold even if this is not tracked or monitored by the firm. Even though these standards are not easy to track for accountability, they have the same level of importance as any other standard.

Some standards can be measured by audit and spot-checking for compliance. This includes standards related to process, such as having a signed estimate on the project file. Whether these standards are met on individual jobs is easy to ascertain by reviewing the file.

Some standards can be measured with our project management software. Such standards include managing and delivering projects on time and on budget.

Some standards are relative to our clients' perceptions. These standards include client perceptions of satisfaction, their relationship with Tait, their trust in the quality of our work, and the value we provide. These standards are assessed through client feedback forms or other solicited or unsolicited client feedback.

The table on the reverse side are key Tait standards and how they are assessed. The standards/measures in each area are subject to periodic review and refinement. (Reference to "days" means working days).

Area	Standard	Measurement
Responsiveness	• Reply to emails same day. • Return phone calls same day. • Complete simple estimates within 24 hours. • Complete complex estimates (and briefs) within 3 days. • Meeting/facilitation reports: first draft to the client within 5 days. • Minor revisions to draft deliverables upon receipt of feedback from client: within 5 days.	As and when evidenced or identified internally or externally
On time/ on budget	• Work is delivered on time as committed to the client. Interim dates may drift, but final and/or key deadlines are met. • Jobs are completed within the approved budget. Scope changes may change the budget, and in these cases, budget changes are approved by the client in writing and reflected on our project management system.	Function Point data/report
Productivity	• The combined billable (recoverable) and eligible time of all client service employees (all consulting and creative team) will total at least 70%. • At least 60% of client service employees' time will be billable (and recoverable).	Function Point data/report
Quality	• Every project has a brief and estimate (or detailed estimate) and timeline. • Every estimate is approved by the client. • When appropriate, photo releases and permissions are secured and documented in the electronic and hard copy working files. • All work by outside contractors/suppliers (including insertion orders) is requested in writing (using Tait templates/formats), and written quotes are received. Both are documented in the electronic and hard copy working files. • Written client approval/sign-off is obtained (using Tait template/format) and documented in the electronic and hard copy working files. • All client drafts of work are reviewed and/or proofed by a second party and approved by the project manager or Director. Review and approval are documented in the working file.	File audit
Accuracy	• 90% of Tait's final deliverables are free of identified errors.	File audit
Client satisfaction	• Overall client satisfaction rating of no less than 8/10. • Client outcomes are achieved 100% of the time. • Clients rate the timeliness of our work at no less than 9/10. • Clients rate the value for money spent at no less than 8/10. • Clients rate the clarity of our communication no less than 9/10. • Clients rate our understanding of their needs no less than 9/10. • Clients rate our accessibility no less than 9/10. • Clients rate the ease of working with Tait as no less than 9/10. • Clients rate the likelihood of referring Tait as no less than 9/10 • Clients rate willingness to hire Tait again as no less than 9/10.	Reported values on client feedback form