



Quality Brand
Award



Quality Brand
Certificate



Quality Brand
Diploma

SERVICE QUALITY



WHAT THE QUALITY BRAND LABEL IS ABOUT.

It is a process of qualitative assessment which enables and supports professionals, employees, companies and organisations to measure and prove their achievements and their professional or business value to their clients and society. It is awarded to persons, companies and organisations as an acknowledgement of their commitment to quality, as an appraisal of their operational quality, their commitment to develop qualitative control and their integration of results to their professional or corporate value in combination with their contribution and support to the expansion of a wider social value in their area of operations.

The necessity for a QUALITY BRAND certification

Quality Brand is a certification of great value as its quality criteria ensure widespread recognition, in order to:

- a) **Gradually minimise** any mistakes which influence the entirety of professionals and businesses.
- b) **To improve** the current operations with a positive response both for the sector itself and the community in general.
- c) **To establish** methods of communication and direct cooperation with the local official body to meet and resolve needs.
- d) **To support** and promote professional and business operations on both local and international level with a common higher status identity.

Quality Brand is a quality certificate, but mostly is an assurance of constant success for the professional, the enterprise and the community.

The quality certificate QUALITY BRAND is an evaluation process which consists of 3 levels.

1. Quality Brand Award
2. Quality Brand Certificate
3. Quality Brand Diploma



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Quality Brand Award

Level 1 Prognosis

It is provided as a result that the certified body accepts a series of quality criteria and undertakes the task of adopting and applying them in order to be re-evaluated in 12 months in parallel with the submission of a social value report.

(Based solely on commitment)



Quality
Brand
Certificate

Quality Brand Certificate

Level 2 Measurement

It is provided as the result of the evaluation which acknowledges that a certified body operates according to the quality criteria and has drafted an impartial report of social value for part or the whole of its operation.

(It is certified according to the part or the whole and it is evaluated by an independent, certified evaluator)



Quality
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Quality Brand Diploma

Level 3 Cooperation

It is provided as the result of the evaluation of a complete operational method which acknowledges that the certified body as a professional or a business or an organisation has been verified that they implement the quality criteria to all their operations and that they have adopted and implemented the social value report.

(It certifies the whole and it is evaluated by an independent, certified evaluator)

Benefits of the QUALITY BRAND certification

- Develops and facilitates foreign market penetration
- Attracts buyers from around the world
- Proves the high quality of services to all associates (clients, suppliers, partners)
- Forms a strong competitive advantage
- It is part of the communication policy and advertising
- Ensures the quality of customer services, the commitment of employees towards the company and increases efficiency.
- Creates a steadily developing quality status within the market.

Quality Brand certification:

- Ensures collective cooperation
- Creates a common direction of specific goals
- Cooperates with the local administration for the development of entrepreneurship in the area.
- Promotes economies of scale through attending exhibitions and events, locally and internationally, under a common Brand.
- Ensures operational principles and operational ethics.
- Actively contributes to the development of a greater market share
- Creates new job opportunities
- Promotes training for the improvement of the level of employees' services leading to the development of skills and capabilities.



GUIDE



HELP



24/7



QUALITY



SUPPORT





TO WHOM QUALITY BRAND IS ADDRESSED

- Local and Regional Authorities
- Public Sector
- Companies, Industries, Craft enterprises
- Self - employed persons
- Tourism and hotel enterprises
- Dining and Entertainment enterprises
- Shops and Commercial Networks
- Services providing enterprises

A close-up photograph of a person's hands working on financial documents. The left hand holds a black pen, and the right hand, adorned with a ring, operates a white calculator. The documents feature various charts, including a pie chart and a bar chart, along with tables of numbers. A large blue circle is overlaid on the bottom left of the image, containing the title and introductory text.

ECONOMIC VALUE OF THE QUALITY BRAND CERTIFICATION

The certified professionals, companies and organisations are part of a single framework of development policy based on quality strategy acting individually and as a unit with a direct cooperation with the local community, under the scope of the official local bodies.

The development of multiple international partnerships and the creation of increased business and social value through the validity of the Quality Brand's single identity and trade mark, becomes much easier.

QUALITY BRAND certification process

A certified **Quality Brand** evaluator will meet you and will become your constant advisor:

- They will examine the current operating structures and will recommend which level of certification is to begin.
- They will re-examine your needs and your progress in complying with the criteria and will provide advice on the most appropriate course of action.
- Proposals and options can be determined on how to achieve compliance with the quality label **Quality Brand** within a short time frame.
- They can conduct a prior check on the present operation systems in order to select the level of certification and evaluation.
- They will recommend and provide training and instructions

for the development of skills and knowledge within your organisation.

- When ready, they will conduct the process of evaluation

In case there is enough evidence which confirms the successful achievement of the minimum admission standards, you will be certified with the **Quality Brand** quality label of the level that you have been evaluated.

- In the case of a non-successful result, reassessment can be implemented after the necessary adjustments have taken place.
- The duration of certification does not exceed a period of 18 months since quality criteria are revised in accordance with the existing conditions and with the requirements of quality competitiveness.





WHAT IS SOCIAL VALUE

Social Value is the implementation of a framework that requires public authorities to take the financial, social and environmental welfare under consideration in relation to their decisions and promote this policy to all providers operating in the region.

Social value is the proof that with limited resources available from selected and reliable bodies which are collectively used, provided they have an acknowledged and valid common identity, targeted multiplied outcomes can be created on a financial and ethical level, through extroversion, tourism and international presence, for the benefit of all stakeholders and the local community.

Impact of social value

- The return of social value shapes the establishment and acceleration of professional and entrepreneurial success.
- Bridging the gap and investing in the usefulness of personal and corporate development for the local community is of fundamental importance both for professionals and for companies that develop in the 21st century.
- Within an ever-changing plethora of professional ideas and corporate priorities, businesses need to build resilience, competitiveness and extroversion within a cooperative environment for the main local stakeholders, who need to know and understand their needs and through social value, to shape an overall promotion/development of entrepreneurship.
- The Quality Brand label integrates Social Value related mainly to the value which is levied by the society from those who have a part in the commissioning, operation and organization, as a result of a decision or an activity or an intervention.
- Apart from the integration of a particular quality, a long-term prospect prototype is being adopted, which is of major importance for international competitiveness defined as “value for people in society”.
- It is granted to individuals and organizations of all sizes, in every sector and every legal structure.



Mission Context

- The development and the constant improvement of the level of professionals and businesses operation in parallel with the maximization of the quality of the provided services, the efficiency and the international competitiveness.
- The development of a uniform, defined, evaluable framework of quality operating employees, professionals, suppliers and businesses both within a specific enterprise structure, as well as within its area of operations.
- The operation of a transparent organizational and social value system, which proves the real value of an individual's functions, both as a unit and as a part of organization as a whole, providing the parties with an internationally recognizable quality mark which can be trusted by everyone.
- The creation of a stable and timeless function of social value which creates gains from the contribution of all parties by applying a common and uniform quality accreditation as a strategic framework of minimum agreed goals.





ABOUT US

The Leaders Qualifications organization is the exclusive, certified representative of certification bodies in respect of professional qualifications and quality services, recognized by the government of Great Britain

The Quality Brand certified assessment is offered to professionals, companies and organizations as the outcome of evaluation of quality methods of operation, client services and as an assurance of their harmonious co-operation and their contribution to the community in the region of their operation.

How we can support you

Leaders Qualifications cooperates with organizations of all sizes, of any legal structure and field as our cooperation aims at meeting the prerequisites for development.

Leaders Qualifications with its extensive and reliable network can serve as a link to achieve international cooperation agreements of a high economic level.

To find out more about how the Quality Brand certification could offer your organisation the best proof of added value, with a positive impact on international competitiveness and to your local community, you can contact us for a free consultation.



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