

# What is a quality management system?

A free guide





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What sets your business apart from the competition? Strong leadership, a dedicated team, exceptional customer service? All of these are important but there's one essential ingredient behind every successful business: **quality**.

In a world of constant change and rising customer expectations, your ability to adapt and improve keeps you ahead. At the heart of this is a solid quality management system (QMS).

A QMS gives you the structure to consistently meet customer expectations, deliver quality products and services, and reduce waste along the way. It's the foundation for sustainable success and gives you the edge to thrive in any market.

Ready to discover how a QMS works and why it's essential for high-performing businesses? Let's break it down – minus the jargon.

Let's see how the International Organisation for Standardisation defines it:



"A quality management system is a collection of processes and procedures which ensure your business runs as intended and continuously delivers high-quality products and services that meet regulatory and customer requirements."



Simply put, a QMS is your business' how-to guide. It helps you run operations smoothly, meet customer expectations, and minimise waste and errors along the way.

And the best part? **You can tailor your QMS to fit your business goals.** It's flexible enough to work for any company, no matter size or industry.





## Why should you care about a QMS?

When you think about how your business operates, you probably picture the usual departments and processes: sales, marketing, product, HR, and more. But here's the thing – each of these areas is influenced by a central system that's often underestimated: your quality management system (QMS).

Your QMS is the foundation for building a culture of excellence across your company. It drives continuous improvement, helps you comply with regulations, and weaves quality into every part of your product or service. The result? Increased customer satisfaction, loyalty, and, most importantly, repeat business.

Whether you're running a small start-up or an established company, a QMS brings valuable benefits. Here are six big ones:



### Consistency

Deliver the same high-quality experience your customers can always count on.



### Improved efficiency

Streamline processes, reduce errors, and minimise waste.



### Customer satisfaction

Happy customers lead to repeat business and glowing recommendations.



### Cost savings

Prevent costly errors, improve productivity, and reduce inefficient tasks.



### Improved staff engagement

Empower your team and boost morale through clear roles and participation.



### Market advantage

Stand out in your industry with a reputation for quality.





## What are the key parts of a QMS?

ISO 9001, the gold standard for quality management systems (QMS), outlines the essential steps for creating and maintaining quality across your organisation. It helps businesses of all sizes streamline key quality management processes, boost performance, and show a strong commitment to quality. The Standard follows a simple, yet effective process approach: plan, do, check, and act. You plan what needs to be done, do it, check the results, and take action to improve. It's globally recognised and a great starting point if you're looking for a proven framework. And don't worry—we're here to guide you through the process with Citation ISO Certification (more on that below).

**While every organisation customises its QMS to suit its unique needs, the best systems share some key components. Here's a breakdown of the essential elements:**

- ✓ **Documented processes:** It's important to have all your processes—whether in manufacturing, service, or delivery—clearly documented and easy for your team to access. This keeps everyone on the same page.
- ✓ **Performance metrics:** Collecting and tracking data helps you evaluate progress, spot inefficiencies, and uncover areas for improvement. With the right metrics, you can make smarter, more informed decisions as you go.
- ✓ **Customer focus:** The goal? To exceed expectations with every product or service delivered.
- ✓ **Quality control procedures:** Regularly test and review your quality standards across every area of your operations to keep things running smoothly.
- ✓ **Training and awareness:** A good QMS encourages continuous learning, with training programmes integrated into workplace culture.
- ✓ **Continual improvement:** A QMS isn't something you set and forget. It's designed to help you respond to feedback, adapt to changes, and always be improving, both internally and externally.





# How Citation for ISO Certification can help

Putting a QMS in place might sound overwhelming, but that's where we can step in to help.

Here's how Citation ISO Certification can support you every step of the way.

## Simple and hassle-free

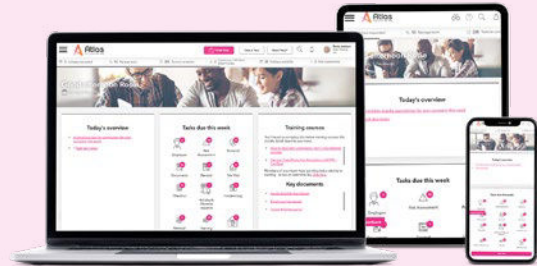
You want a smooth a certification process, so we make sure of it. We streamline the journey so you can become ISO certified in as little as 45 days

## Tailored support

We don't just hand you a guidebook and wish you luck. We create your bespoke management systems and offer hands-on support from start to finish.

## Atlas hub

Meet Atlas – your cloud-based platform for staying on top of compliance. With templates, reminders, and secure document storage, Atlas helps you keep everything on track for certification success.



## Trusted by thousands

Citation ISO Certification has issued over **33,000** certifications across various sectors, including NHS departments, British Gas, and Toshiba.

Don't just take our word for it — our clients love how smooth the experience is:



“A cost-effective and rapid path to ISO Certification. Excellent consultants as well as a fantastic online platform made it easy to achieve and maintain certification. Highly recommended.”

**Fire and Safety Industrial Products Ltd**



# Take the next step in quality management

Now that you've got the basics of a QMS, why not see how it can transform your business? Whether you're new to ISO standards or looking to optimise your processes, we're here to help you succeed.

Not sure where to start? Your custom, hassle-free QMS is just a call away. Speak to our friendly team today on **0333 344 3646** or email **[ISOsales@citation.co.uk](mailto:ISOsales@citation.co.uk)**.