

Quality Services Policy

1. Purpose & Statement of Quality Services Policy.

1.1 Top Magic Limited (the “**Company**”) is dedicated to providing exceptional service to our customers. The purpose of this Policy is to ensure that the Company consistently provides services that meet or exceed customer expectations and comply with all applicable legal and regulatory requirements. This Policy demonstrates our commitment to quality, continuous improvement, and customer satisfaction and Policy applies to all employees, contractors, consultants, temporary and agency staff, and any other individuals working for or on behalf of Top Magic Limited within the UK.

1.2 Company is committed to:

- Delivering high-quality services that meet customer requirements.
- Treat all customers with respect and courtesy.
- Provide accurate, clear, and timely information about Company’s services.
- Address customer inquiries and concerns promptly and effectively.
- Continuously improve Company’s services based on customer feedback.
- Providing a framework for setting and reviewing quality objectives.
- Complying with all relevant UK laws, regulations, and industry standards.

2. Customer Service Standards.

2.1 Communication:

- Ensure all customer communications are polite, professional, and informative.
- Respond to customer inquiries within [specified time frame, e.g., 24 hours].
- Use clear and simple language, avoiding jargon.

2.2 Product and Service Information:

- Provide accurate and detailed information about Company’s services.
- Clearly communicate terms and conditions, including prices, warranties, and return policies.

2.3 Accessibility:

- Ensure services are accessible to all customers, including those with disabilities.
- Provide multiple channels for customer interaction (e.g., phone, email, live chat, social media).

3. Customer Feedback.

3.1 Encouraging Feedback:

- Encourage customers to provide feedback on their experience with Company’s services.
- Use surveys, feedback forms, and direct communication to gather customer input.

3.2 Handling Feedback:

- Review and analyse customer feedback regularly.
- Share feedback with relevant departments to drive improvements.
- Communicate any changes or improvements made based on customer feedback.

4. Complaints Handling.

4.1 Complaint Submission:

- Customers can submit complaints through multiple channels (e.g., phone, email, website).
- Ensure the complaint process is simple and accessible.

4.2 Complaint Resolution:

- Acknowledge receipt of complaints within [specified time frame, e.g., 48 hours].
- Investigate and resolve complaints promptly, aiming to provide a resolution within [specified time frame, e.g., 10 working days].
- Keep customers informed of the progress and outcome of their complaints.

4.3 Escalation Process:

- If a customer is not satisfied with the resolution, provide information on how to escalate the complaint.
- Ensure escalated complaints are reviewed by a senior staff member.

5. Responsibilities.

5.1 Management Responsibilities:

- Provide leadership and resources to support the quality Policy.
- Ensure the quality Policy is communicated, understood, and implemented at all levels of the organisation.
- Review the quality Policy regularly to ensure its continued suitability and effectiveness.

5.2 Employee Responsibilities.

- All employees are responsible for delivering excellent customer service and adhering to this Policy.
- Employees must undergo training on customer service standards and complaint handling procedures.
- Employees must report any significant customer feedback or complaints to their supervisor or the customer service department.

6. Quality Management System.

Top Magic Limited has established a Quality Management System (QMS) to support the implementation of this Policy.

The QMS includes:

- Documented procedures and processes to ensure consistent service delivery.
- Regular audits and assessments to monitor compliance and identify areas for improvement.
- A corrective and preventive action system to address non-conformities and prevent recurrence.
- Mechanisms for collecting and analysing customer feedback to drive improvements.

7. Customer Focus.

Company recognises that success depends on Company's ability to meet the needs and expectations of customers. To ensure customer satisfaction, Company shall:

- Engage with customers to understand their requirements and expectations.
- Deliver services that meet or exceed customer expectations.
- Address customer feedback and complaints promptly and effectively.
- Continuously seek ways to improve Company services based on customer input.

8. Continuous Improvement.

Company is committed to the principle of continuous improvement, shall:

- Regularly review processes and procedures to identify opportunities for improvement.
- Encourage a culture of innovation and excellence among employees.
- Invest in new technologies and methodologies to enhance service delivery.
- Set measurable quality objectives and track progress towards achieving them.

9. Monitoring & Review.

- Regularly monitor customer service performance through customer feedback and internal audits.
- Review this Policy annually and update it as necessary to ensure its effectiveness.
- Use performance metrics and customer satisfaction surveys to measure compliance with this Policy.

10. Legal Compliance.

Ensure all customer interactions comply with relevant UK legislation, including consumer protection laws and data protection regulations.

11. Confidentiality.

Maintain customer confidentiality and protect personal data in accordance with the General Data Protection Regulation (GDPR).

12. Approval.

This Policy has been approved by the senior management of Top Magic Limited.

13. Acknowledgment.

All employees of Top Magic Limited are required to acknowledge their understanding and commitment to this Quality Services Policy.

Last Updated: 05 February 2026