



Quality Management Statement

Chris Pearsall Photography maintains a Quality Management Policy to ensure we continuously attain improved customer satisfaction, a stable customer base and improved efficiency; identifying problems early and rectifying them to minimise costs.

We strongly endorse the use of **pic4press** best practice. The aim of **pic4press** is to establish and enable guidelines to help improve the predictability and consistency of digital images for both the commissioning party and photographers. The guidelines are based on the effective use of ICC profiling and robust colour management policies.

Mission Statement

We are dedicated to personal service, a satisfied customer and top quality images. We are passionate about photography, and promise to offer professional business practices with fair and reasonable prices. We listen to our clients' needs and want to build a positive business relationship.

Chris Pearsall Photography's aim is to be the first choice for the production and supply of quality photographic imagery and digital enhancement for the corporate, creative and B2B market. In order to achieve this we work to build sustainable long-term relationships with our clients. This ethos is centred on understanding our client's needs, working in partnership with our clients and then adding value accordingly.

We understand that the right image can be essential to a businesses success and we aim to provide innovative, creative and high quality photography for our clients. We are dedicated to personal service, a satisfied customer and top quality images. We are passionate about photography, and promise to offer professional business practices with fair and reasonable prices. We listen to our clients' needs and want to build a positive business relationship.



Our Values

We have set values to ensure consistency in the services we provide:

Customer – We endeavour to deliver customer satisfaction every time and exceed expectations.

Innovation – We stay up-to-date with the technology and equipment we use in order to stay one step ahead of the competition.

Performance – We strive to exceed industry standards and be the benchmark for success.

We are 100% committed to excellence and total customer satisfaction in our performance and pledge to professionally carry out our responsibilities. We believe our customers requirements should be supported from concept to delivery. This means working alongside the customer to provide the best photographic ideas and images tailored to the customers requirements.

We strive to continuously identify areas of our practice and adapt then as best possible to achieve a competitive advantage. We do this by constantly looking at our competitors' performance in comparison with each other and ourselves.

Chris Pearsall Photography offers bespoke services, tailoring to the customer's exact requirements and giving exceptional care to personal detail.

Chris Pearsall Photography will at all times operate in a spirit of complete honesty with clients to obtain and retain a positive working relationship.

We take all customer feedback very seriously and will take on board any suggestions or recommendations as to how we can better our service.

We have well established and long term relationships with our suppliers to ensure products are delivered on time and to the highest quality.