

Quality Policy Statement

crm Middle East is a customer experience and relationship management company working exclusively with the premium and luxury industry covering the MENA region.

We are committed to all aspects of Quality focusing on complete Customer satisfaction. Through our qualified and trained employees along with our diverse services, we provide prompt, reliable and effective service solutions to our customers in the premium and luxury industry sector thus promoting the confidence of customers.

Our overall objective is to provide the highest quality of customer service and care, by extending full recognition and adherence to agreed specifications. We are fully committed to managing our services to the highest possible standards in accordance with requirements of the ISO 9001:2015 Quality Management System and use this standard as a framework for establishing and reviewing our quality objectives.

Management along with the leadership team is committed to creating and maintaining a working environment where people become fully involved in achieving the overall objectives.

To implement this policy, CRM ME has established a Quality Management System (QMS), in line with the requirements of the ISO 9001:2015 Standard. The QMS aims to:

1. Meet the requirements of interested parties and our social, environmental, charitable, regulatory, and legislative responsibilities;
2. Provide the necessary resources and ensure that responsibilities and authorities are determined and communicated throughout the organization;
3. Establish business and quality objectives, which are reviewed periodically through the management review process;
4. Ensure that the QMS remains effective in achieving business and quality objectives, conforming to the requirements of the ISO 9001:2015 Standard;
5. Seek structured feedback from clients and carry out actions in accordance with stated methods and client requirements;
6. Assess risks and opportunities for continual improvement
7. Incorporate our core values as mentioned below in every task.

Mrs. Lina Zarifeh
CEO