



Kitemark® for Garage Services

Kitemark®

reflecting a quality business

raising standards worldwide™

BSI
Product Services



Reflecting the Kitemark® advantage

As a vehicle service and repair garage, you can now apply for one of the most prestigious certification marks in the business – the BSI Kitemark.

88% believe the Kitemark shows a reputable company

91% of those who recognise the Kitemark believe it gives them a reassurance of quality

83% believe a Kitemark service is honest and genuine

Holding a garage services Kitemark licence shows your customers and competitors that you are serious about delivering a quality service – every time. The reputation of the Kitemark ensures that your customers come back – reassured by your Kitemark status that you are committed to customer service, fair trading and safety.

Key features

The Kitemark scheme for garage services covers the critical elements in delivering a quality service including:

- **Customer service**
- **Customer satisfaction**
- **Customer facilities**
- **Staff competencies**
- **Technical inspection**



Garages that achieve the Kitemark clearly gain a competitive advantage by being able to prove, via independent, third party certification, that they meet or exceed the standard set. As important is a Kitemark licensee's privilege to use and benefit from the transferable advantages of the highly-recognised and trusted Kitemark symbol.

“gaining the Kitemark is probably the most important thing I’ve ever done.”

Simon Wright, White's Motors, Southsea, Hampshire



Why your business needs **Kitemark**[®]

- **Increase revenue** – customers are willing to pay a premium for quality and service.
- **Increase profitability** – develop best practice and reduce waste.
- **Manage risk** – independent, third party certification can help protect your business, reputation and money.



Why your customers will choose **Kitemark**[®]

- **Greater confidence** – the Kitemark is the most recognised symbol of quality, safety and trust.
- **Increased satisfaction** – the service provided by your garage meets or exceeds customer expectations.
- **Consistent delivery** – your customers will know that they will get the same quality service every time.
- **Honesty** – customers will value your open and fair practice.



“The strength of the Kitemark scheme is its independence”

Jack Kyriacos, East London Garages

Self Evaluation Checklist

By working systematically through the following checklist any gaps between current practice, processes and procedures and the quality arrangements of the PAS 80 based Kitemark scheme will become apparent.

- 1 Do you have Terms & Conditions that cover warranties, charges and cancellation rights?
- 2 What happens should extra work be discovered during normal work?
- 3 Are your Terms and Conditions displayed to customers?
- 4 Do you have a menu style pricing, is it displayed?
- 5 Do your invoices make reference to your Terms & Conditions?
- 6 What training have your technicians undertaken in the last 5 years?
- 7 Do you have arrangements with a conciliation service?
- 8 What happens should a job run over or become delayed?
- 9 Do you have a customer waiting area, is it clean and presentable?
- 10 Is the workshop area presentable?
- 11 Do you have a reception area? Is it possible to discuss matters privately?
- 12 Do you have a system of inspecting a vehicle prior to commencing work?
- 13 What records concerning each customer are kept? E.g. service/repair work/contact
- 14 Have you defined individual responsibilities for ensuring customer service?
- 15 Do you have a service quality manual?
- 16 Do you have any system in place to control customer related processes, customer service improvement, purchasing, personnel and equipment?
- 17 Who has responsibility for health and safety?
- 18 Do you have records of any health and safety training?
- 19 Do you have written instructions that explain all customer related processes from preparing quotations through to invoicing on completion of work and customer feedback?
- 20 Who is responsible for updating and distributing the service quality manual?

- 21 How do you monitor customer service activities?
- 22 What targets are set for customer service improvement?
- 23 How are customer service improvements measured and reported?
- 24 How is customer satisfaction monitored?
- 25 Have you identified an individual who is the contact for customer complaints?
- 26 Do you have a system to manage customer complaints?
- 27 What provision is made for conciliation and arbitration when a customer complaint cannot be resolved?
- 28 What subjects are covered in the workplace induction for staff?
- 29 Who ensures that the competencies and training records of all personnel involved in servicing and repair activities are maintained and up to date?
- 30 How is the quality policy of the organisation brought to the attention of all staff?
- 31 What continuing professional development/learning programme exists for staff?
- 32 How is the competence of customer-facing staff established?
- 33 How is the technical knowledge and competence of technicians established?
- 34 How are customer service activities monitored? What methods are used and what is the frequency of routine checks and inspections?
- 35 Where are vehicle manufacturers recommended service schedules held?
- 36 Are any elements of repair work subcontracted – such as fitting of tyres and exhaust systems. If so, how is subcontracting controlled?
- 37 Are technical inspection records held that confirm vehicles are checked for satisfactory operation on completion of work?
- 38 Do you have written instructions for corrective action, remedial action and re-inspection?
- 39 What current system do you have to prevent the recurrence of complaints and dissatisfaction?
- 40 How do you exercise care with the safeguarding of customer's property?
- 41 Is there a secure key management system in place for customer's vehicle keys?
- 42 Are maintenance schedules kept for workshop equipment?

Case Study



Abacus Auto Services is growing and succeeding in new areas through embracing the Kitemark Garage Services scheme.

“At first I thought it was just another scheme” says Paul Chance of Abacus Auto Services. “But, when I learned more about BSI and that the scheme was actually about implementing effective systems and providing a framework to work from, I became intrigued and wanted to know more.”

“It took us three months to prepare for the scheme,” said Chance, “because we wanted to have the systems in place before the audit from BSI. With a mock audit and two unannounced visits from BSI, it was quite thorough. It did however, make us more certain that this was a proper scheme designed to raise standards and, more importantly, install confidence in consumers.”

Once Abacus had gained its Kitemark certificate, they found out that customers started choosing the garage because of the Kitemark.

According to Chance, Kitemark certification has eradicated problems and every area of the business is fully audited with processes and actions documented, ensuring complete transparency and protection for the garage and consumer.

“Before the Kitemark, I ran the business and if I was taken away, it wouldn’t run smoothly. Now, with fundamental business management systems in place, everyone in the business is aware of their responsibilities. This leaves me free to focus more on growing the business.”

Paul Chance is a firm believer in the scheme saying, “the value of the Kitemark can’t be underestimated and it’s paid for itself many times over.”

“BSI Kitemark.
A tool every progressive
independent garage
owner should have in
his or her tool box.”

Philip Fry MD,
Weald Park Garage Services Ltd.



Price Schedule

Applicants pay an initial pre-licence fee, payable in advance. On successful completion of the audit process, the Kitemark licence will be issued. An invoice for annual Kitemark licensing then becomes payable.

The pricing is intended to make the scheme as inclusive as possible. However, in the event of failure to consistently conform to PAS 80 and Kitemark Criteria, additional costs will be incurred. This is to ensure that all licensees incorporate these requirements of into everyday business practices, to maintain customer service standards.

- All fees are subject to VAT for UK companies.
- Companies based outside of mainland UK may incur additional travel expenses.
- Kitemark pre-licence fee payable first year only, per site/branch.
- Kitemark licensing fee is payable annually, per site/branch. Surveillance visits and mystery shopping occur during the year.
- All fees are reviewed annually on anniversary of issue and are subject to change.
- Where submitting payment by cheque, please make payable to BSI Product Services for the full amount including VAT.
- Annual fees exclude extensions or changes to scope.
- The Kitemark will be issued in accordance with the conditions laid down in BSI Kitemark Licence Conditions of Contract – available on request (08450 765610) or via the website at www.kitemark.com
- Please ensure that the name and address that appear on the application form is as it should appear on the Kitemark Licence.

In the event that a surveillance visit highlights a non-conformity against Kitemark Criteria or PAS 80, additional mystery shopping and site visits will be necessary, the additional costs for which will be charged to the licensee

First Year

Kitemark Pre-licence Audit Fee
£745.00 (Payable on application)

Kitemark Licensing Fee £745.00
(Payable on Licence issue)

For more info go to
www.bsi-global.com/pas80

Subsequent Years

Kitemark Licensing Fee £1,500.00
(Payable on anniversary of Licence issue and including a surveillance audit of £745.00)

Additional Charges

Any major non compliance or serious complaint resulting in additional BSI activities may incur charges.

Kitemark® Garage Services

Application form



Company Name:

Address (main office):

Town: County:

Postcode: Country:

Telephone: Fax:

Contact Name: Job Title:

Email: Direct Line:

No. of Technicians & Reception Staff: Workshop Bays:

Scope of vehicle servicing and repair activity (please tick where appropriate):

Servicing

Braking systems
- including diagnostics

Engine & vehicle electrical systems
- including diagnostics

Engine mechanical
- including diagnostics

Transmission systems
- including diagnostics

Air conditioning
- including diagnostics

Supplementary restraint systems
- including diagnostics

Wheel alignment & Steering
- including diagnostics

**Brakes, Cambelts, Clutches, Exhausts
Suspension, Tyres**

Other (please specify)
.....

Do you have an auditable quality system
with published Terms and Conditions?

Yes

No

Declaration

I hereby apply on behalf of the above company for a Kitemark Licence for garage services.
I understand that the issue of the licence is dependent on a successful final audit of each garage location to the requirements of PAS 80 and Kitemark Criteria.

Submission of this application will require adherence to Kitemark Terms and conditions*

* Copy of Kitemark Licence Conditions of Contract and the Kitemark Scheme Document are available from BSI Product Services, on request **0845 076 5610**, or from the web site **www.kitemark.com**

Signature: Print Name:

Payment Details

I enclose a cheque payable to BSI Product Services for £745* + VAT (where applicable) per garage location in full payment of the pre-licence fee. **UK mainland sites only.*

Authorised Signature: **Print Name:**

Job Title: **Date:**

Please provide full address/contact details for each garage location. Please continue on a separate sheet if necessary

Contact Name:

Address:

..... Postcode:

Telephone: Fax:

No. of Technicians & Reception Staff: Workshop Bays:

Contact Name:

Address:

..... Postcode:

Telephone: Fax:

No. of Technicians & Reception Staff: Workshop Bays:

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