



BSI Kitemark™ the business case

The benefits of the BSI Kitemark
for Vehicle Damage Repair
for car makers and insurers

bsi.

...making excellence a habit.™

Introduction

The BSI Kitemark™ for Vehicle Damage Repair, based on the full British Standard BS 10125, and recently revised to reflect changes in the wider business environment, means peace of mind for motorists and fleet operators — and for everyone involved in the automotive industry.

Car manufacturers and insurers who make the Kitemark a requirement for their networks of approved body shops and recommended repairers are more likely to:

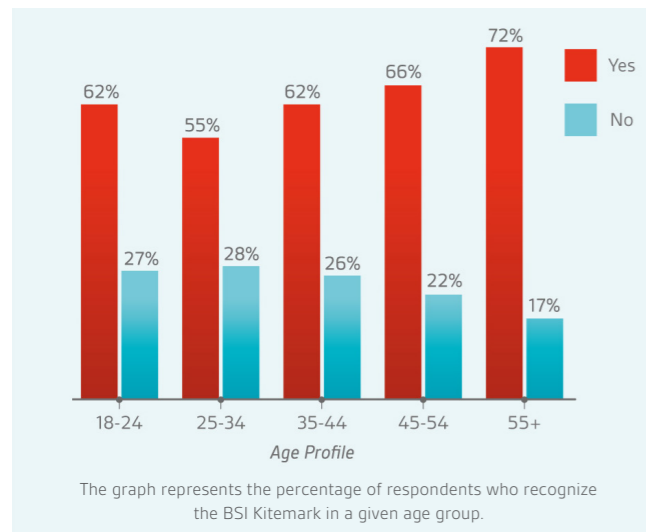
- **reduce** risks to their businesses;
- **retain** their customers;
- **improve** their performance.

This booklet explains why.

The customer perspective

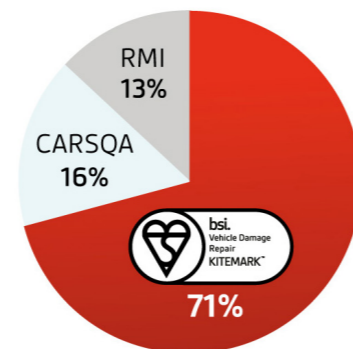
A survey carried out in the summer of 2014 clearly shows that repairers with the Kitemark, which is exclusive to BSI and not awarded by any other certification body, win the confidence of consumers.

“I would choose a BSI Kitemark approved garage to repair my vehicle in preference to a garage which didn't have a BSI Kitemark for vehicle damage repair.”



Other organisations may certify repairers to BS 10125 but they simply don't have the same cachet as BSI. In the same survey, the BSI Kitemark for Vehicle Damage Repair was way ahead of the CARSQA and RMI schemes for consumer 'recall'.

Of those who recognized third-party certification marks for vehicle repairs to prove a repairer met the industry standard, 71% recognised the BSI Kitemark for Vehicle Damage Repair.



More recent research echoes these results.

In a survey carried out in September 2015, **68%** of our clients in the vehicle repair business said the BSI Kitemark had helped them improve customer satisfaction, and more than half that it had helped them win new customers.

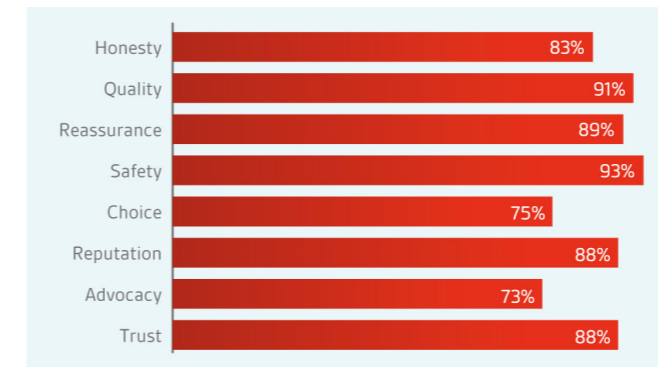
The implications of findings like these for car makers and those who insure drivers are clear: if they approve repairers without the Kitemark they might put their own businesses at reputational risk.

People worry when something goes wrong with their cars, and, they quite naturally, want someone they can trust to put it right — and nothing says 'trust' like the BSI Kitemark.

The BSI Kitemark promise

The BSI Kitemark, is a powerful symbol. Its brand values, as the chart below shows, are enviable. It associates body shops and repairers — and, by extension, the car makers and insurers who give them work — with honesty, quality, reassurance, safety and reliability.

Consumer associations with the BSI Kitemark*:



BSI Kitemarks are about much more than branding and external communications, though. They're about creating an internal platform for continuous improvement and business development. The Kitemark for Vehicle Damage Repair is based on BS 10125, a full British standard that covers everything from technical skills and competence to HR records and staff training and customer complaints handling and procedures. Kitemarked companies don't just meet this standard, though: they exceed it. For them, quality control is such an integral part of their business that they willingly 'sign up' for the regular audits and inspections by BSI, which are necessary under the terms of a BSI Kitemark licence.



It's also important to note that companies with the BSI Kitemark for Vehicle Damage Repair will often have additional certifications and 'qualifications'. The recent revisions to the scheme, effective from August 2017, create 'optional extras' (free of charge) as part of the Kitemark 'package'.

BSI Kitemark garages and repairers are now eligible for:

- **BSI certification for Cyber Essentials**, the government scheme that, partly through external testing of Internet-facing networks and applications, reassures customers their data — and their customers' data — is safe.
- **BSI assessment against the FCA customer complaints procedure** — the opportunity to align procedures with commonly adopted systems, simplify processes and improve transparency.

Both these changes give businesses the opportunity to 'prove themselves' to work providers, with the latter particularly relevant to FCA-regulated insurers. They reflect the realities of the workplace today and are designed to strengthen our clients' commitment to continuous improvement and best business practice.

In summary, the licence to use the Kitemark is a 'holistic' licence — proof that a company is not only technically competent but also professionally run. The corollary is that it provides extra reassurance for the repairers that earn it — and the car makers and insurance companies that mandate it.

The **BSI Kitemark**: a sign of something special

“Customer safety is very important to Aviva. We believe the BSI Kitemark BS 10125: 2014 standard endorses the correct standards for Man, Method, Material and Machine, covering all aspects required to deliver consistent levels of quality to ensure customer satisfaction and safety is delivered in every repair” **Adam Murray**, Motor Technical Manager, Aviva, UK

Incentivising **BSI Kitemark** companies

The revisions to our BSI Kitemark scheme also mean greater incentives to maintain standards for garages, body shops and repairers. Recognizing that ‘spot checks’ can increase the pressures on a business and disrupt the working day and customer service, we now offer clients with seven or more employees the option of one ‘announced visit’ per year — but only if their performance is outstanding. To qualify for this option, a garage or other repairer needs to meet a certain number of criteria, including having no major non-conformities and no more than six minor conformities in two previous consecutive site visits. The option is only

‘good’ for one visit: if the announced visit doesn’t go well, it’s automatically withdrawn.

Additionally, we now shortlist outstanding and innovative clients — irrespective of size and number of staff — for the Kitemark Excellence Award at the British Body Shop Awards.

These changes maintain the credibility and integrity of the BSI Kitemark scheme while recognizing and rewarding outstanding performance, and we think they make sense for everyone involved in the automotive industry — and for motorists and consumers.

The **BSI** promise

Established over a 100 years ago, and as the world’s first national standards body, our heritage, knowledge and experience make us unique in the marketplace. Cutting corners and complacency would make no commercial sense to us: standards are our business.

Our reputation rests on our credibility. Returning regularly for site visits and inspections (whether announced or unannounced), we develop long-term, personal relationships with clients while remaining completely independent. Clients value our advice because it’s objective and informed.

Companies that mandate the Kitemark for their contractors and suppliers can be confident we’re acting in the best interests of businesses and their stakeholders and shareholders.

Working with us is an investment — that pays off in the short, medium and long term. We do not compete on price — and we make no apologies for it. Instead, we compete on quality.

Again, the stats speak for themselves. In a 2015 survey of our customers licensed to use the Kitemark for Vehicle Damage Repair.



92% of repairers said that BSI Kitemark inspectors were **experts in their fields** and delivered an excellent service



72% saw **improvements** in the quality of their repairs



95% said their staff were **better trained** as a result of the Kitemark scheme



63% saw an **increase in the efficiency** of their processes



80% saw reduced operational risk

We offer a trusted, independent monitoring system for our customers — and their customers. Our client managers and inspectors are an invaluable external resource for car makers and insurers, providing an effective quality control system across geographically dispersed networks of body shops.

Credibility, consistency, confidence — the BSI promise.

Investment in the future

We recognise that preserving the currency and value of the Kitemark brand partly depends on effective communication. In recent years, we’ve redesigned the BSI Kitemark logo in response to consumer research, and we continue to invest heavily in marketing and promotional activities.

Here are just a few of our current initiatives:

- Working with certified businesses to ensure effective use of BSI marketing toolkits and the BSI Kitemark licence
- Working with outside agencies to develop surveys that raise awareness of BSI and our Kitemark schemes — and using the evidence of research for marketing and promotional purposes

- Developing case studies with BSI Kitemark clients to promote the scheme and highlight its benefits
- Developing and circulating a dedicated newsletter for the vehicle repair sector, with input from both BSI Kitemark licensees and work providers

We believe these kinds of initiatives will strengthen our brand — and the brands of companies who license and mandate the BSI Kitemark.

More examples of recent consumer insight findings can be found at the back of this brochure.



Key benefits of the BSI Kitemark for Vehicle Damage Repair

- 1 Improves customer satisfaction and customer retention
- 2 Provides ongoing quality assurance through repeated, rigorous safety checks and audits
- 3 Demonstrates commitment to the highest possible standards and to continuous improvement
- 4 Provides a robust base for business development and expansion
- 5 Incentivises repairers to maintain standards over time
- 6 Offers repairers the chance for additional certification to make their businesses even more credible
- 7 Provides a professional, trusted external resource for managing and monitoring dispersed networks of repairers
- 8 Strengthens and supports risk mitigation and risk management strategies
- 9 Mark of best practice — of insistence on the best by the best
- 10 Taps into the knowledge and experience of the world's first national standards body

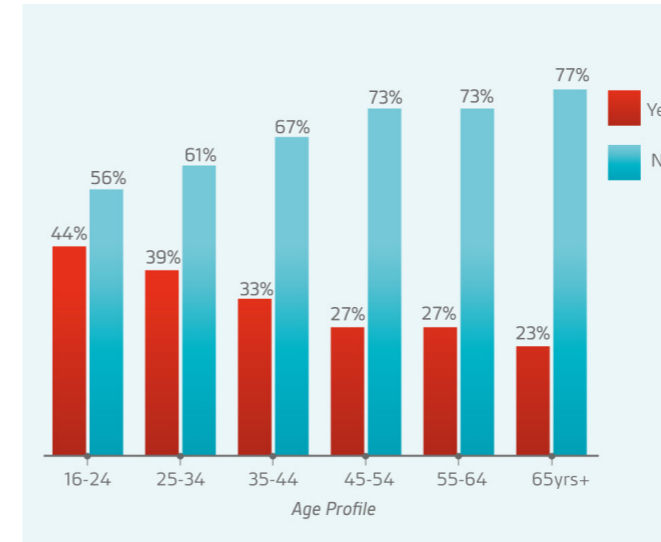
To commit to the BSI Kitemark is to build on the past and invest in the future.



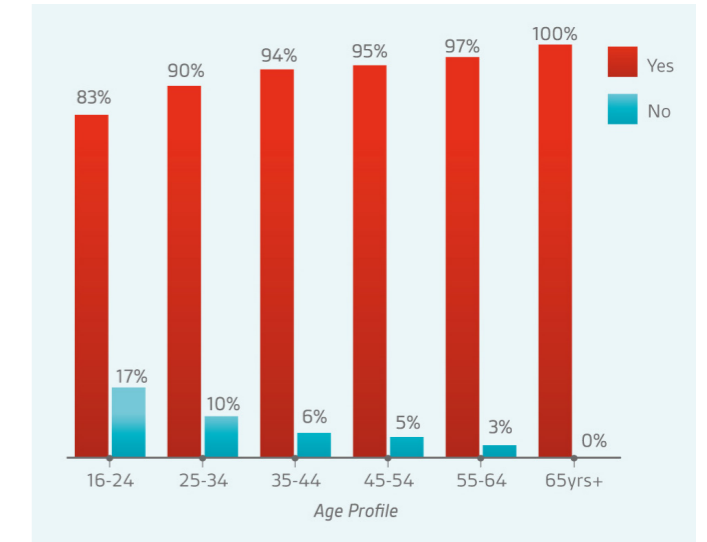
BSI Kitemark Scheme for Vehicle Damage Repair

Consumer insight: key findings

Do you worry about the safety of your vehicle when it has been repaired after an accident?

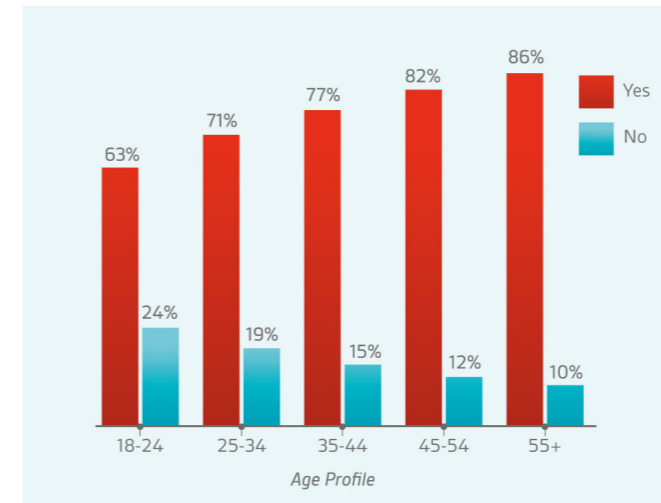


Would you support unannounced inspections to make sure standards remain high?

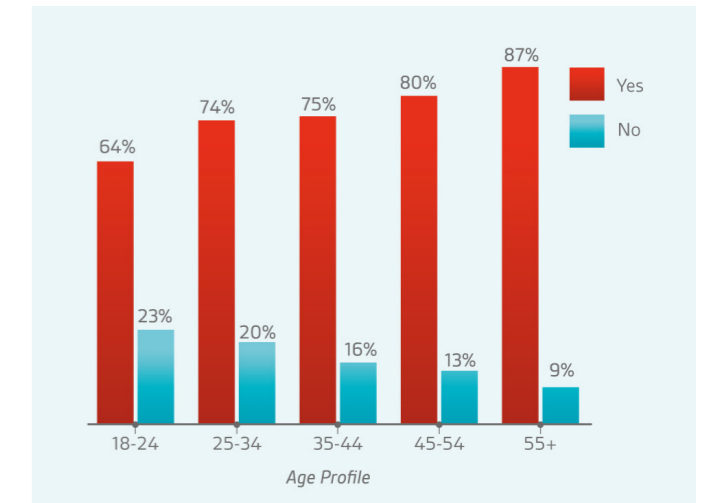


Imagine you have taken a car to a garage with the BSI Kitemark for Vehicle Damage Repair. To what extent do you agree or disagree with the following statements?

I would be more confident in the quality of the repairs:

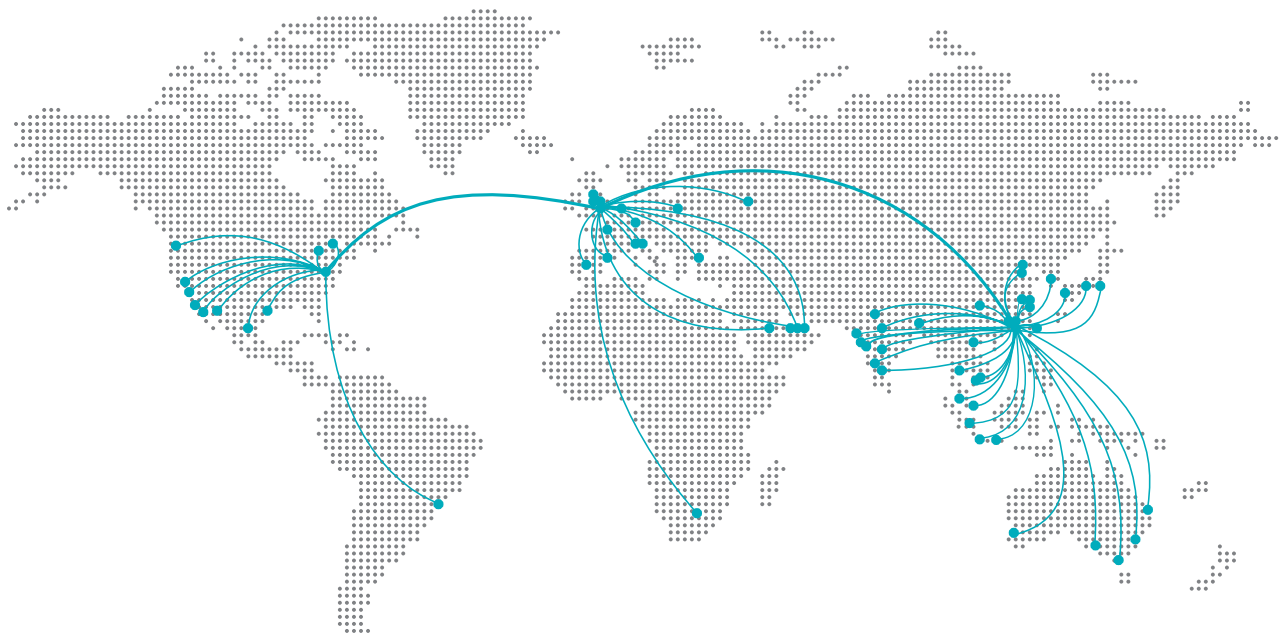


I would think the garage was more reliable:



For more information visit: bsigroup.com/bs10125

email: product.certification@bsigroup.com or call: 0345 0765 606



About BSI

BSI, owner of the Kitemark, is the business standards company that helps organisations make excellence a habit – all over the world. We have 58 offices, serving more than 65,000 customers in 150 countries. Established in 1901, we were the world's first national standards body.

The Kitemark symbol, available only from BSI, has been a trusted quality mark for more than 100 years and appears

regularly in league tables of Britain's most powerful brands, compiled by independent research company Superbrands.

As well as providing independent third-party testing and certification for products, we certify organisations to a wide range of international standards, including ISO 9001, ISO 14001 and OHSAS 18001. We are also a notified body for many European Directives.

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For more information

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