



BSI Kitemark™ helps AW Accident Repair Centres drive business forward

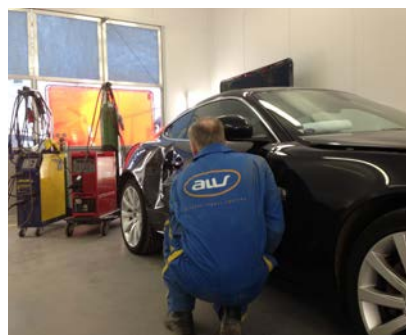
"With our dedication to customer care and continual improvement, the BSI Kitemark gives our customers confidence in our standards of repair, not to mention safety.

To maintain our high standards, we first achieved the BSI Kitemark in 2008 for structural steel repairs which was subsequently rolled out to all three sites. It felt like a natural but important step to extend our certification to include aluminium repairs at our purpose built prestige facility in Lincolnshire. This is a proud moment and a great achievement for the whole company, which is once again an indication of our commitment to the future generation of vehicle manufacture and repair."

Andrew Walsh
Managing Director,
AW Accident Repair Centres

AW Accident Repair Centres needs

- Meet technological advances in vehicle construction including the use of more exotic materials
- Respond to continually evolving repair methods
- Streamline efficiency and processes for aluminium repairs
- Underpin multiple full structural aluminium manufacturer approvals
- Continue to reassure customers of our high standards and the safety of repairs



AW Accident Repair Centre Lincolnshire benefits with aluminium structural repairs

- Competitive advantage through ability to repair aluminium vehicles
- Efficiency through combining all structural aluminium repairs including manufacturer approvals under the BSI Kitemark
- Demonstrate commitment to future technology developments

AW Accident Repair Centres benefits from the BSI Kitemark™

- Process improvements
- Enhanced relationships and confidence in the marketplace
- Increased sales from work providers
- Improved business reputation
- Improved customer satisfaction
- Reduced operational risk
- Improved employee satisfaction
- Compliance benefits



BSI Case Study: AW Accident Repair Centres

Customer background

AW Accident Repair Centres provide vehicle crash repair services covering a large geographical area of the East Midlands, Humber and South Yorkshire. With an annual turnover of £6 million, the group is focused on all aspects of the body repair sector. AW Accident Repair Centres are approved for and work on behalf of many motor manufacturers, insurers and fleet companies, and also undertake retail repairs for private individuals and businesses.

Its purpose-built facility in Lincolnshire boasts premium brand manufacturer approvals for Audi, Jaguar Landrover, Porsche and Volkswagen.

AW Accident Repair Centres places its customers and its staff at the heart of its core values. This winning combination enables the company to deliver a premium customer service whilst also rewarding teamwork and individual staff achievements.

The company is equally committed to meeting future developments in vehicle repairs, with its dedication to investing not only in facilities and equipment at all three sites, but also in staff training. All staff are keen to learn in order to understand new and evolving techniques.

Customer needs

AW Accident Repair Centres' original needs were to achieve standardization for their repair methods and processes across all three sites. Plus it was recognized that there was an opportunity to gain a competitive advantage within the marketplace, due to the level of recognition offered with the BSI Kitemark.

AW Accident Repair Centres has always been at the forefront of change. With prestigious automotive brands indicating that aluminium is becoming the material of choice, it was felt to be the right time to expand into structural aluminium repair. With aluminium vehicles, fuel efficiency is increased, emissions are lowered and performance improves as a result of reduced weight and as such is considered a suitable material to help manufacturers drive efficiency on new vehicles. With such developments it was important to AW Accident Repair Centres to keep up to date. As an approved vehicle manufacturer repair centre for four premium brands it was felt that there was a need to extend standardization and efficiency within this side of the business.



Andrew Walsh, Managing Director AW Accident Repair Centres and Steve Hoe, Branch Manager, AW Accident Repair Centres, Lincolnshire.

Implementation

Andrew Walsh, Managing Director explained the process of implementation: 'In order to understand exactly what was required to achieve our BSI Kitemark for the group, we undertook a gap analysis, so that we could easily identify any areas which needed to change in order to meet the requirements.

As a result, members of staff were given training in order to achieve their ATA qualification. This included our estimators, enabling them to become Vehicle Damage Assessors. We also had to revise our whole documentation process, and make sure our staff were on board. We changed our whole documentation process in just a few weeks.

As a business we have always invested in the most up to date equipment so there was no additional expenditure required. We were already leading the way in setting high standards of repair. Once the first site was up and running, the roll out was relatively easy, but in order to maintain our high standards and ensure smooth implementation, we conducted a gap analysis for all three sites.'

For the extension to the scope to include aluminium, all key processes were already in place. It was a straightforward process, with initial discussions from BSI taking place during a standard surveillance visit, and plans put in place to assess the Lincolnshire site and make the recommendations. BSI provided the right information and level of support AW Accident Repair Centres required so that the standard was in place relatively quickly within three months.

With the recommendation made, AW Accident Repair Centres had full staff participation especially from the manufacturer aluminium trained technicians. All other technicians underwent online aluminium awareness training.

Results

Achieving certification to the BSI Kitemark has enabled AW Accident Repair Centres to attract new business from main dealer franchises, insurance companies, local businesses and retail while enhancing its relationship within the sector. With the extension to scope with aluminium AW Accident Repair Centres have also achieved a competitive advantage over many other vehicle repairers in the marketplace.

"It's great to have the manufacturer approvals and from a customer's point of view its another level to be associated with the worldwide recognised British Kitemark.

"The standard embraces process management which supports my role as a bodyshop manager and gives customers confidence that their vehicle is being repaired to the highest levels of both quality and safety."

Steve Hoe, Branch Manager
www.awrepairgroup.co.uk

Contact us to find out how the BSI Kitemark™ scheme for Vehicle Damage Repair can help your business make excellence a habit.

**To speak to an advisor call:
+44 845 0765 606**

**Or visit our website:
bsigroup.com/pas125**

**Or email us:
product.certification@bsigroup.com**



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