



*...without fear,
or favour...*

CASE STUDY

PARKER CARS LIMITED

“ We wanted to attain certification to set ourselves apart from our competitors, also allowing us to tender for contracts in both the Public and Private Sector. ”

Dave Weston, General Manager



Parker Cars Limited is a London based Private Hire Company that operates a fleet of over 300 vehicles servicing both the private and public sectors.

They were first certified to the Quality Management Standard ISO 9001 with the British Assessment Bureau (BAB) in 2006, demonstrating their enthusiasm for continual improvement and dedication to client requirements.

WHY ISO CERTIFICATION?

Dave Weston, General Manager at Parker Cars, has been responsible for implementing and maintaining ISO 9001 within the organisation since the beginning, acting as their internal auditor. Dave was keen for the company to gain independent endorsement via a recognised standard, and he himself already gained personal certification in both National and International Passenger Transport,

Like many organisations, Parker Cars were motivated to achieve ISO 9001 certification in order to set themselves apart from their competition. Dave's comments reinforced that aspiration;

“ We wanted to attain certification to set ourselves apart from our competitors, also allowing us to tender for contracts in both the Public and Private Sector. ”

ISO 9001 has a particularly strong reputation within the Public sector, where it is stipulated in many central and local Government contracts. Indeed, almost a third (30%) of BAB's ISO 9001 clients stated tenders as a primary motivator in seeking the certification. Being an internationally recognised quality management standard, ISO 9001 allows awarding authorities to quickly ascertain if an organisation tendering for a contract is fit for purpose, thereby demonstrating that they are spending taxpayer's money wisely.

Dave also recognised the internal benefits of implementing a Quality Management Standard too, which dovetailed with the company's desire to become better organised in order to cope with further growth.

“ We needed to get our internal structure correct and workable so that we could evaluate both our employees and the business itself. At the same time, by recording issues and feedback, it would also help satisfy the requirements of our licensing bodies. ISO 9001 appeared to be the right solution to meet those needs. ”



CERTIFICATION PROCESS

Once an organisation decides to proceed with their certification, they are assigned a Lead Assessor who remains the principal contact throughout the registration process and beyond. Prior to a formal Audit, the Lead Assessor visits to explain the standard and undertakes a conformity assessment of the organisation's current arrangements. The organisation then receives a detailed report including all required actions and together with their Lead Assessor, determines an appropriate timetable for the Audit Assessment. Dave told us how he found the implementation process;

“ The implementation was a dream! I really did not know what to expect; what the difficulties would be, if we'd be competent enough, or if we'd be successful. We had a fair structure for all the qualifying modules but they were raw, unrefined and self written. Our recording process was poor and unmanaged, although issues were being dealt with, the recording and responses to issues were not. New auditable forms were written and a management structure put in place so as to ensure recordable action. ”

Once an organisation is ready for a formal Audit Assessment, a Lead Assessor will make the required arrangements for the Audit to take place. Dave commented;

“ Our assessor (Nick Morice-Jones) has been influential in our success, Nick has been able to drill into our business and reveal what was required to maintain our certification. Unlike others, Nick was able to see we were more than a stereotypical mini-cab business, recognising what we were aiming to achieve. This has been instrumental in pulling the business together; it has enabled us to analyse our business as a whole rather than in segments; it has made us realise that certain issues affect other departments and that we are now in a better position to see this and act. ”

Nick, who has been a long-standing Lead Assessor at BAB, has been Parker Cars' principal contact for the last few years. Dave added how he has enjoyed Nick challenging the company to continually improve; an integral part of the ISO 9001 process;

“ Nick's visits are always a pleasure as he is always looking for ways and means to see we have improved our procedures or he will identify an area that has been neglected. All this has proved so beneficial in the company's overall performance. Nick always concentrates on the positive, so that all my worries are pushed into the background; I still look forward to his visit! ”

Nick himself was similarly enthused when it comes to visiting Parker Cars, commenting;

“ I recall first visiting Parker Cars in a small office a few years ago. Over the last two or three years, I have seen them expand and continue to develop and improve. It's fantastic to see them growing and improving even further. ”

BENEFITS OF IMPLEMENTATION

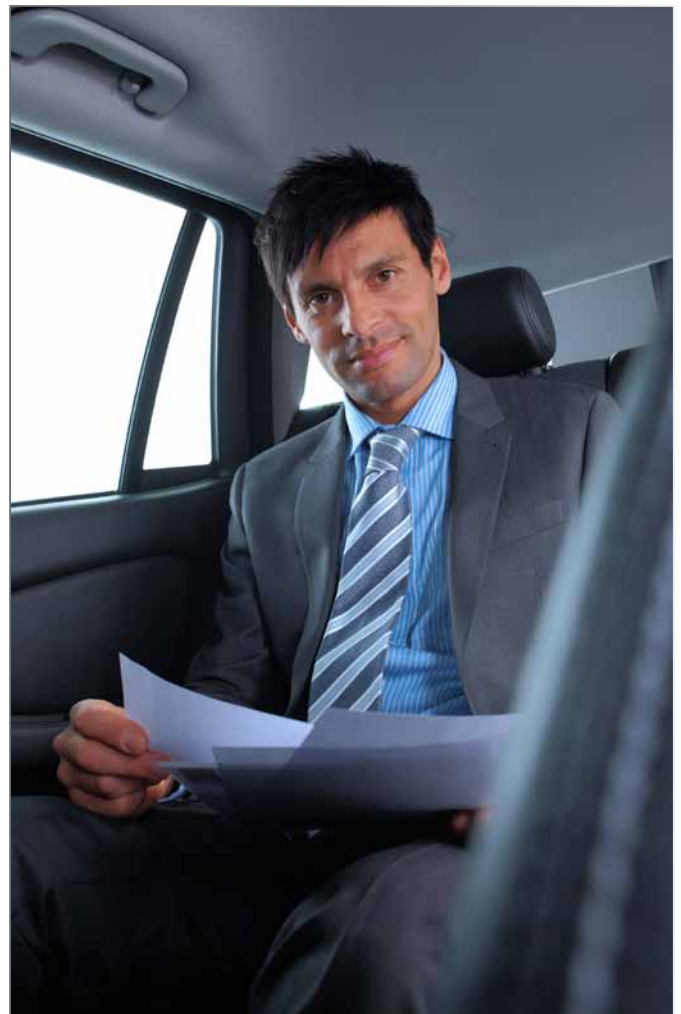
Successful organisations recognise that their quality and its assurance are most credible when validated by a respected third party. The benefits include a more motivated workforce, less costly re-work and increased client satisfaction. Being certified can also help you to gain external finance, qualify for tenders and set you apart from your competitors. In fact, 40% of BAB's clients see an increase in new orders as a direct result of achieving ISO certification; according to findings from their 2011 client satisfaction survey. Dave went on to say;

“ The tendering process has become easier, as we fulfil all criteria now. Internal procedures are far easier to manage and maintain and the logo is a great visual selling point. We are in the Premiership now! ”

WHY BAB?

BAB has over 40 years experience in the assessment industry and is UKAS accredited. Their reputation was established in 1969 as a specialist in certification scheme management. In 1997, the Secretary of State for Trade and Industry approved the use of the word 'British' in their corporate title in recognition of their pre-eminent status. BAB is committed to the highest levels of customer service, and this is reflected in findings from their 2011 Client Satisfaction Survey, where 99% of respondents said they would recommend BAB to others. Dave tells us how BAB were chosen as Parker Cars' preferred Certification Body;

“ BAB fitted the bill! We were uncertain as to which company to approach, but BAB was recommended by a previous employee who had been instrumental in setting up ISO with another company using them. I then contacted BAB and was impressed with their response and willingness to be of help from the outset. ”



THE BRITISH ASSESSMENT BUREAU

Our reputation was established in 1969 as a specialist in certification scheme management. In 1997, the Secretary of State for Trade and Industry approved the use of the word 'British' in our corporate title in recognition of our pre-eminent status.



Today, we certify organisations to recognised standards like ISO 9001 (quality management) and ISO 14001 (environmental management) and provide a range of associated training. Outside of ISO standards, we design and manage bespoke assessment schemes. Such schemes are based on the establishment of standards, which can be developed to be recognised company-wide, industry-wide, nationally or internationally.

We are active in the area of setting national standards and are expert contributors to the influential British Standards

QS/01 and AUS/01 committees. These committees have the responsibility for representing the UK in quality management and audit standards issues, as an ISO (International Organization for Standardization) member.

Above all else, we believe it essential to work with our clients as true partners. To this end we are committed to being recognised as the most customer focused certification body in our industry. In independent client satisfaction surveys, 99% of our clients said they would recommend us. We are also proud to be a customer service award winner and have been a recognised Investor in People since 1999.

UKAS

The United Kingdom Accreditation Service (UKAS) is the sole National Accreditation Body recognised by Government to assess organisations that provide certification services to internationally agreed (ISO) standards.

Because we are UKAS accredited, our clients can be assured that they are receiving the most appropriate service for their needs. Engaging a UKAS accredited certification body is often a stipulation for public sector tenders and large-scale private sector supply chain work. It also facilitates access to international markets since the UKAS name is recognised throughout the world.

Our maxim 'without fear or favour' typifies our ethical approach. We will never allow the fear of consequences or the promise of favour to influence our professional judgement. In addition, as a UKAS accredited certification body, we are overseen by a powerful Impartiality Committee that ensures our objectivity and independence.



FOR FURTHER INFORMATION ON
CERTIFICATION AND HOW YOU COULD
BENEFIT CALL US ON **0800 404 7007**
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•••• www.british-assessment.co.uk

