



How Brian Bowles Accident Repair Centre became one of the first automotive businesses to adopt the BSI Kitemark™ for Vehicle Damage Repair

"Having the BSI Kitemark gives us the edge over the competition, and seeing that symbol inspires confidence in our customers when they come through the door. In a world where safety and reliability are paramount, it tells everyone that we're working to the highest possible standards"

Kevin Shaw
Bodyshop Manager, Brian Bowles

Brian Bowles at a glance

Leicester-based Brian Bowles Accident Repair Centre (ARC) is one of the first repair businesses to achieve certification to BS 10125 and is already enjoying the benefits of having the BSI Kitemark, strengthening its relationship with its approved insurers, accident management companies, and individual clients.

Brian Bowles benefits

- Highlights rigorous testing of processes to ensure safe repairs
- Provides quality assurance to clients, insurance companies and accident management companies
- Demonstrates a forward-thinking approach
- Boosts reputation for high quality
- Gives a competitive advantage by having a highly recognized symbol of excellence.



BSI Case Study: Brian Bowles Accident Repair Centre

Customer background

Brian Bowles ARC is a family-run business that has been operating in the Narborough area of Leicester for over 30 years. Staffed by a team of 14, the company turns over £1.2m a year, and prides itself on being the repairer of choice for many insurers. It has developed a loyal customer base, which includes current manufacturer approvals for Citroen, Suzuki, and Peugeot. In an increasingly complex industry, Brian Bowles ARC invests heavily in new equipment and staff training, and constantly strives to stay one step ahead of its competitors.

Why certification

When Kevin Shaw took on the role of Bodyshop Manager three and a half years ago, he was keen to get the PAS 125 standard back in operation, but after discussing options with BSI, he soon realized that moving from PAS 125 to BS 10125 made even more sense.

Kevin explains: "The decision to go for BS 10125 was a bit of a leap into the unknown as it was a new standard. It was a tough challenge and we had to change certain processes, but we're constantly striving to improve what we do."

Benefits

As one of the first workshops in the country to achieve certification to BS 10125, Kevin is proud of his team's achievements, and has no hesitation in telling his customers about it when new jobs come in. "It helps cement the relationships we have with our regular insurers and accident management companies, and it also means they can piggyback off our success, by telling their clients we're thoroughly checked," he says.

For customers in general, the BSI Kitemark conveys a positive message, as Kevin explains: "It's like a 'Welcome' sign, an

immediately recognizable badge of approval when you come through the door. The strength of the BSI brand name is such that it gives our customers confidence that we're being audited properly."

Although the BSI Kitemark has instant 'kerb appeal' from a marketing perspective, the amount of work that goes into achieving BS 10125 is often lost on clients. "The things we had to understand about hybrid cars, in particular, were of concrete benefit, and in general it has really helped focus our minds," says Kevin.

He continues, "The BSI Kitemark has impact, certainly, but its real value – perhaps less obvious to customers – lies in the proof it provides that all our vehicle repairs have met an exacting industry standard. In a world where sometimes highly damaged cars might be 'repaired' and put back on the roads when they're not really safe to drive, having the BSI Kitemark is something we regard as essential. We know we're doing things correctly and above all, safely."

Implementation

Achieving BS 10125 has required a good deal of effort and adaptability on the part of the workforce, but communication has been the key to getting there. "The technicians just want to get on with the job, and rightly so," says Kevin. "But by having regular meetings, they soon realized why quality systems were being put in place."

Of key significance during the implementation process was the amount of knowledge required for hybrid/electric cars. "The hybrid course effected the biggest change to our processes – it was very illuminating, and provided our ATA-qualified technicians with even more information on how to deal with these types of cars. It's been invaluable."

As for the future, Kevin is keen to maintain the quality of processes that Kitemark certification demands: "For me, the hard work has been done, now I just need to keep on top of everything when it comes to the systems we've developed for BS 10125."

BSI's role

"My experience with BSI has been excellent," he says. "The whole process went smoothly and it was far removed from the 'box-ticking' exercise I had anticipated. The help we received from the BSI staff went above and beyond the call of duty, particularly in relation to the transition from PAS 125 to BS 10125."

He adds, "Support was crucial, not least in the way BSI's feedback helped us design our systems – we had to hit the certification requirements but the systems also had to be able to run with the business in mind. That was very important to us."

When it came to the audit, BSI showed a degree of flexibility that issues could be interpreted differently. Kevin Shaw concludes, "Obviously, we had to fulfil the requirements of BS 10125, but the openness of the discussions we had showed there was often more than one solution to a problem – and BSI helped us see the solution that worked best for us. Brilliant!"

Contact us to find out how the BSI Kitemark™ can help your business make excellence a habit.

To speak to an advisor call:

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