



## The finest treatment in the shortest time.

"We've achieved a 36% and 30% annual cost savings on paint and labour respectively as a result of attaining the BSI Kitemark™."

**Ashley Bernstein**  
Managing Director,  
Merseyside Car Hospital

### Merseyside Car Hospital needs

- Maintaining our high standards of customer satisfaction
- A global and strong symbol of quality
- Investing in our people, equipment and technology
- Pioneering the latest technological advancements
- Increase profitability and efficiency to enable expansion

### Merseyside Car Hospital benefits from the BSI Kitemark™

- Significant cost saving
- Meeting highest industry standard
- Demonstration of trust
- Improved processes
- Reduced key to key times for customers





## BSI Case Study: Merseyside Car Hospital

### Customer background

Merseyside Car Hospital (MCH) is a multi-award winning light commercial vehicle accident repair specialist. MCH is based on a hospital theme, that not only reflects the treatment process on a surface level (appearance & terminology) but further entrenches the values and care that hospitals afford patients. Upon MCH inception, Managing Director Ashley Bernstein intended to establish a unique approach where relations are pinned to the forefront of a successful enterprise. This gave rise to MCH's hospital theme. Accordingly, MCH took the necessary steps to alleviate the 'trauma' of having an accident from the customer with its unique treatment process applied to the vehicle. This approach has been accepted and endorsed by many insurance companies as well as fleet operators who have found that dealing with MCH has instilled confidence in surpassing customer expectations.

MCH was founded in 1998, and has grown to become one of the North West's leading insurance approved accident repair centre. MCH boasts the latest technology and a highly trained work force to supplement our unique treatment process.

With an annual turnover of £1.75 million, MCH operates within a framework set by many prestige manufacturers' approvals including: Mercedes-Benz CV, VW Group (VW, Audi, Skoda, Seat), Toyota, Lexus, Fiat, Mazda, Hyundai, Kia, Isuzu, Mitsubishi, Suzuki, Nissan and Peugeot.

The company is also approved by all three emergency services – Merseyside Police, North West ambulance Service and Merseyside Fire and Rescue as well as blue chip companies – Sky, British Gas, RAC and National Grid.

With regards to the implementation of the BSI Kitemark scheme many employees initially found it difficult to adopt the discipline required to meet such high standards. However after some time and with some effort the justification for the discipline was explained to each member so they understood the implications of obtaining such a prestigious stamp of approval. Staff members were also motivated by similar standards set by numerous Manufacturers upon awarding their approval. With both these factors in place implementing the BSI Scheme became a lot easier to implement and adopt. MCH now has all the systems and support in place (described

above) that have ensured the discipline, engendered by the Kitemark Scheme, has become second nature and employed consistently throughout all departments.

### Why BSI?

The BSI Kitemark for vehicle damage repair was chosen for MCH for the following reasons:

- Well established market leader
- Nationwide and global reach
- Strong symbol of quality
- Industry benchmark and pioneering efforts

What does this mean to MCH? The BSI Kitemark serves as a universal industry standard that identifies the key methods, people and processes are followed when carrying out vehicle repairs. As a forward thinking accident repair centre, MCH, is always looking to establish the highest standards whilst maintaining its promise as a BSI Kitemark approved repairer. This entails stringent and careful principles are engrained within the culture at MCH. Furthermore, values such as trust, integrity, honesty and quality.

The BSI Kitemark represents a promise to our valued stakeholders (customers, suppliers, partners and staff). The commitment that explores the best interests of all parties; the vision of asserting practices that deliver reliable and safe services, and a symbol of best practice procurement, such as:

- Human capital investments
  - ensuring staff are competent and receive regular training. MCH's close relationship with local training agencies allows for work experience placement in the framework of an apprenticeship programme.
  - Apprenticeship programme recognising and harnessing up-and-coming talent
- Tools and equipment are regularly checked and upgraded
- Making use of technical advancements:
  - Hunter 4 wheel computerised chassis alignment system and 2 JUNAIR extra-long high roof booths for precision vehicle re-spraying, after the application of the water based paint, followed by the application of clear gloss lacquer which is then oven baked to give factory finish
  - Audatex and Audaimage, estimating and video imaging

- Quality control procedures are followed
  - each patient/customer is allocated a Progress Chart which follows the vehicle throughout the whole 'Treatment Process'. This enables a thorough quality check throughout the entire process from collection to delivery.
- Correct repair processes and parts for safe repair
  - meeting the industry and manufacturer's standards for both processes and parts for BS 10125 requirements.

### Benefits

MCH prides itself in maintaining its high standards. Regular quarterly outcomes are reviewed as an indication of overall customer satisfaction. The last quarter showed a 96% Customer Satisfaction Index reassuring our excellence and commitment as a BSI Kitemark client.

One particular area MCH has benefited, in abiding to BSI Kitemark standards, has been ensuring there are no reworks through efficient process management. Resultantly MCH has experienced a 36% and 30% annual cost savings on paint and labour respectively. This remarkable increase can be attributed to process improvements in both controls and usage. The over-arching BSI standards guiding the process coupled with MCH commitment to meeting the standard has allowed for the finest treatment in the shortest time.

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:  
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Or visit our website:  
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