

How we improved our tendering successes and increased sales

Implemented

ISO 9001



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Background

Capel Groundworks are a specialist provider in hard and soft landscaping for both the commercial and public sectors including the corporate housing sector, local authorities, housing associations and domestic home owners.

Based just outside Folkestone the company operate across the South of England and London. Capel Groundworks have been engaged in all areas of groundwork and civil engineering since the early 1970's. Their dedicated and professional team currently has a capacity to plan and manage over 100 projects each year.

Requirement

Due to the nature of the business successful "tendering" is the key to gaining contracts, therefore with this driver the company had established a need for ISO accreditation, particularly for tendering for larger commercial contracts.

Timescales were established for the ISO 9001 implementation within a plan, and a four month implementation window, based on resource availability.

Objectives

Objectives and policies were driven from a clear business plan. For 2012 / 2013, the main objectives and performance measures were as follows:

To achieve 97% customer satisfaction – measured via customer feedback ratings 'Good' or 'Excellent' (on going measurement)

To aim for a 10% increase in turnover for non-residential business – measured via customer turnover year ending 30th April 2013.

To implement integrated computer system software linked to mobilecommunications to improve job scheduling efficiency – Outlook diary and task management implemented at the end of February 2012

To highlight any staff training needs which (i) are required by the business to progress and (ii) are required by the employee including refresher training and implement at least 50% within the next 12 months – measured via training log to be reviewed October 2012.

Outcomes

Even prior to the ISO certification issue the company had realised benefits of the implementation process.

The key areas of improvements being

Contract tendering success rate
Was 10% Now 40%

Customer service in terms of feedback from customer and continuous improvements to services
Was 85% Achieved – 98%

Standardisation of processes
Achieved - £25,000 saving on process efficiency

Quote to Order conversion rate
Was 40% Now 64%

Diary & Documentation control efficiency improvements
Achieved – Saving £10,000

Other improvements
Achieved - documentation reduction and uniformity of document control.