



PARKERS Quality customer service with a remote workforce

The BAFTA Film Awards, The Goodwood Festival of Speed, The BRIT awards, The St Regis Polo at Cowdray Park, Audi International Polo at Guards, Windsor... Parkers European (Upper Heyford, Oxfordshire) provides unrivalled VIP chauffeur services to some of the UK's largest and most prestigious events and automotive manufacturers.

"With such high-end clients, we need to assure that our fleet of brand new D4 Audi A8Ls are kept spotless," explains Eddie Sinclair, Managing Director at Parkers. "And our team of experienced chauffeurs are immaculately turned-out, as well as courteous and helpful."

"Whilst we employ a rigorous selection procedure for our drivers," Eddie continues, "One of the challenges we face is ensuring the consistency of customer service when most of our workforce is based away from head office."

"Wherever our workforce is located, it is essential that everyone knows what is expected of them and is kept up to speed on best practice. At head office, we also need to be kept abreast of any problems and be given feedback to guarantee the highest levels of customer service."

As part of their commitment to excellence and continuous improvement, Parkers has recently implemented a Quality Management System that was certified against the internationally recognised ISO 9001 standard in December 2012.

"ISO 9001 has enabled us to put in place more robust operating procedures which give our workforce greater confidence in the processes employed throughout the company." Eddie recounts, "It has also made us re-examine how we are doing things, and how we can improve our processes and make them more efficient. This should allow us to grow the company in a more controlled and structured manner."

To address remote working, Parkers have come up with an innovative solution for any non-conformities, and these are now instantly reported



to the company's central database *via* the drivers' smartphones or online.

The Parkers' reputation depends on the professionalism and discretion of their drivers. With an intensive training programme drivers are equipped with instruction on etiquette and RoSPA advanced driving. On-going safety briefings keep drivers up to date with recent health and safety recommendations.

Eddie concludes, "Our objective, at Parkers, is to continually exceed our customers' expectations. ISO certification has significantly contributed to our ability to offer consistently high levels of service with a remote workforce. In tough economic times, ISO certification also gives clients another reason for continuing to choose a company who is serious about quality.

Next, we will be embarking on the journey towards the ISO 14001 Environmental Standard, further demonstrating our commitment to our own continuous improvement and to our clients' benefit."



Parkers European was assisted with implementation of its ISO 9001 Quality Management System by Frank Pavy, an ISO 9001, ISO 14001 and health & safety consultant. Certification was performed by ACS Registrars.



[environmental, safety & quality accreditation specialists]

Pavy Ltd. 41 Beech Close, Faringdon, Oxfordshire, SN7 7EN T: 01865 349014 www.pavy.co.uk
Company registration: 06939230 Registered office: Charterford House, 75 London Road, Headington, Oxford, OX3 9BB. VAT No: 976 4301 03

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