



## BSI's Kitemark helps national car body repair network win two new contracts and reassure customers over vehicle safety

"Being associated with the widely recognized and trusted BSI Kitemark has not only enabled us to become approved bodyshops for two national insurance companies, it has opened up more partnership opportunities for our business and showed our customers that we are truly serious about safe repairs."

**Mr Trevor Reeve**  
Chairman, Pentagon Group

### Pentagon Group needs

- Protect and enhance the reputation of the business
- Meet legislative requirements
- Improve business resilience and gain competitive advantage
- Ensure best practice repairs to protect the safety of customers.

### Pentagon Group benefits

- Increased market access by becoming an approved repairer for two national insurance companies
- New opportunities for business growth with insurance companies, manufacturers and fleet companies
- Exceed customer expectations – deliver and maintain high quality service and workmanship.



## BSI Case Study: Pentagon Group

### Customer background

Pentagon Group is made up of a network of franchised motor vehicle dealers across 15 sites, including manufacturers Vauxhall, Peugeot, Citroen, Fiat, Seat, and Chevrolet and the Chrysler Group, including Chrysler, Dodge and Jeep. The group also own six manufacturer based car Accident Repair Centre bodyshops. Within the Group, around 10% of the 900 employees work in the body shop environment.

The Pentagon Accident Repair business works closely with a variety of industry partners including manufacturers, insurance and fleet management companies. The division aims to deliver a high level of service through its network of Accident Repair Centres, with a clear emphasis on safe repair.

### Why BSI Kitemark and certification?

In a competitive market Pentagon Group was eager to win new business by being chosen as an approved repairer for Royal Sun Alliance (RSA) and Royal Bank of Scotland (RBS). In many cases the BSI Kitemark is specified as a requirement for being accepted as an approved body shop and for that reason Pentagon Group decided to approach BSI and implement both the standard for Vehicle Damage Repair (PAS 125) and achieve BSI Kitemark certification. For many years, Pentagon Group had adhered to repair methods stated in the Vauxhall standards, but where other makes of vehicle were concerned these were not always easy to obtain. PAS 125 therefore provided a standard methodology which could be easily applied across Pentagon's Accident Repair Centre network to ensure best practice vehicle repair and customer retention as a result.

### Implementation

Pentagon Group had to address a number of business areas in order to ensure successful implementation. The biggest challenge was training since none of the 90 employees involved in this business division held the necessary NVQ or ATA qualifications. As a starting point the team undertook a gap-analysis to identify any equipment that was not being serviced and calibrated in-line with PAS 125. These loopholes soon became priority areas and processes were improved to ensure

compliance with the requirements of the standard.

The business quickly recognized that for the project to be a success, all employees needed to understand the benefits of the PAS 125 standard and BSI Kitemark certification. It was also important to impart similar messages and developments within the organization to work providers so to retain existing contracts and win additional work.

The first Accident Repair Centre site to implement PAS 125 and BSI Kitemark was Pentagon Burton where the implementation team worked with the Motor Vehicle Repairs Association (MVRA) and body shop managers and estimators to develop a system. Once the first site was successfully certified, the system used at Burton was taken to Pentagon Sheffield site where slight modifications were made to the system before implementation and employees were encouraged to suggest further improvements.

After the second site was completed, the systems were rolled out across the other four sites in Manchester, Derby, Nottingham and Mansfield. At each stage, employees were encouraged to suggest further enhancements and the final system was then used across the entire network.

"Once the first site was completed, we gained vital information on the new systems to help with a speedy and effective roll out and implementation in other sites. Members of the team also attended a BSI training workshop on PAS 125 implementation and this really helped with the implementation," says Trevor Reeve, Chairman at Pentagon Group.

Group Health & Safety and Audit Manager Andrew Needham was tasked with managing the implementation so to allow the body shop Managers time to run the business.

In preparation for Pentagon Group becoming PAS 125 certified, the NVQ training had been started at all sites over 12 months earlier. It took around seven months for the first site at Burton to achieve BSI Kitemark certification. Over the next 12 months, all of the other five Pentagon sites were certified during a timeframe of roughly ten weeks per site from implementation to certification.

### Benefits

Achieving certification to the BSI Kitemark has enabled Pentagon Group to attract and retain more customers. It has also opened up the potential for future business growth such as tendering for more insurance companies. Efficiency has been improved too, with costs reduced through well managed business processes and less mistakes occurring.

The BSI Kitemark has enabled Pentagon Group to offer customers reassurance and trust, by being able to prove that their vehicle body repair service meets the highest level possible. They also recognize that by achieving the BSI Kitemark they are able to differentiate their business from others in the market. They see it as awarding them a significant advantage over those who do not have it.

### Working with BSI

Pentagon Group decided to work with BSI because it has a close working relationship with the automotive industry and world class expertise in standards and certification. Plus the BSI Kitemark is a mark of a reputable company. 88% of consumers trust the BSI Kitemark as they believe it shows a reputable company from a recent independent survey.\*

Pentagon Group confirmed "obtaining the BSI Kitemark has had a positive impact on the future of our business and also further enhanced our reputation in the market place".

BSI instills the habit of excellence in businesses across the world. certification to BSI's Kitemark for Vehicle Damage Repair demonstrates that your organization mitigates risk, is keen to maintain and enhance its reputation and is diligent about protecting the safety of the industry, its employees and customers.

\*GfK NOP Survey 2011

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:  
**+44 845 0765 606**  
Or visit our website:  
**bsigroup.com/pas125**



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