



BSI Case Study: Shine!
Certification: BSI Kitemark for Vehicle Damage Repair

Shine!
Repairing minor damage to cars...



The BSI Kitemark symbol, an Excellence Award and five stars for service ...

How BSI is helping Shine!, a repairer of minor cosmetic damage to cars, live up to its name

“The Kitemark has helped legitimise us ... it means credibility.”

Katie Meadows,
Head of HR, Shine!

The business in brief

Shine! is a private vehicle-damage-repair company founded in Derbyshire in the East Midlands in 2003. It has a network of more than 100 mobile technicians working in the UK and Ireland. It was the first fully employed mobile-repair company to achieve the BSI Kitemark and recently won a BSI Excellence Award.

BSI: the business benefits

Working with BSI:

- Supports the growth of a business
- Increases staff morale
- Associates a company with a well-known brand
- Helps ensure standards are met across a company through independent audits
- Drives continuous improvement and reduces risk



...making excellence a habit.™



Company background

Founded in 2003 and headquartered in Moira, Derbyshire, Shine! started life as a car valeting service and then moved into mobile repairs in 2005. Its business model is simple. "Our technicians, who are all directly employed by us and trained by us, travel to the place that's most convenient for the customer — whether that's home or work— to carry out minor, cosmetic repairs and, as soon as they've finished, the car is ready to drive again," Katie Meadows, head of HR, explains.

It's also an extremely effective model. High levels of employee engagement — which come from full employment — translate into good customer service and that, in turn, translates into business growth. The company has expanded from its Midlands base into a national network of around 100 technicians. Its fleet of silver, liveried Mercedes vehicles — effectively, mini body shops on wheels — can be seen on roads throughout the UK. And there are now Shine! technicians in the Republic of Ireland, thanks to a new deal with an insurer.

Since 2006, the company has partnered with AutoProtect and with Smart Insurance, a leading provider of insurance for minor damage to cars in the UK, and it now has partnerships with OEMs such as Aston Martin, Ford, Mercedes-Benz, Toyota-Lexus and Vauxhall.

It has repaired hundreds of thousands of cars — and an impressive 93.4 per cent of its customers give it a five-star feedback rating.

Working with BSI

Shine! owes part of its success to its ability to reverse perceptions that mobile repairers are inferior to traditional body

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shops. And in this it's been greatly helped by BSI. The company began working with the organisation in 2010 and, in 2012, became the first fully employed mobile repairer to be awarded the Kitemark for Vehicle Damage Repair. The Kitemark has since become a key part of its communications and marketing strategy: the symbol is included in its videos, on its website and on all of its stationery; it's displayed at its head office, training academy, and on every single Shine! vehicle in the UK.

"The Kitemark is one of the best-recognised quality marks in the world and it helps legitimise us: it tells insurers and car manufacturers and all our customers we'll carry out the work to a high standard. It's helped us change public opinion of mobile repairers and enhanced our reputation," Meadows says. "The simple fact is, the Kitemark means credibility."

BSI audits and continuous improvement

Because the licence to use the Kitemark has to be renewed, BSI regularly audits the company's quality management systems and its technicians in the field. This helps further reduce risk and provides additional quality assurance — for customers and for the company. "The Kitemark allows us to say we are independently audited by the best, by BSI, one of the world's most respected certification bodies," Meadows continues. "It provides regular proof that we're serious about quality and service.

"Our purpose is to be a leader in our industry and to strive for perfection, and BSI are helping us achieve that. Their audits help drive continuous improvement and incentivise us to continue to do that little bit more. Our standards are high,

and the Kitemark is one of the reasons we know they won't slip."

The future

Shine! won the BSI Kitemark Excellence Award at the British Body Shop Awards in May 2019 for the way it's promoted its Kitemark and used it to develop its business, and it has no doubt it will continue to work with BSI in the future. "The Kitemark is one of the cornerstones of our business, and it helps us grow. We know it's been a factor when we've won contracts," Meadows says.

Importantly, working with BSI supports Shine!'s corporate culture, in which people come first. Meadows explains: "The Kitemark is good for employee morale. Our technicians helped us achieve it, and it confirms we're nothing without them. We put our people first so they put our customers first, we all believe in what we do, and we all aim to deliver on our promises to our customers. Working with the world's first standards organisation, BSI, complements our core values."

Meadows adds that Shine! is now considering using BSI for other certifications, too. "They're one of the best-known certification bodies. They make excellence a habit; we aim for 'perfection in all we do'. Why work with anyone else?"

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

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