



LINK CCTV SYSTEMS

Creating Credibility from Quality & Safety Consultancy

In 2007 an established CCTV installation and maintenance company recognised that their growth was being hampered by the lack of visible conformity to recognised industry quality standards. It was becoming an increasing requirement for both new and existing clients. Link CCTV recruited the help of Stepping Stones for Business to put these measures in place, and provide ongoing support thereafter. This has resulted in demonstrable credibility, more business opportunities and the desired growth.

Customer Background

Link CCTV has been designing, installing and maintaining premium CCTV, access control and integrated systems for an ever increasing portfolio of commercial and corporate clients throughout the UK, operating from centralised sales and service offices, in Knebworth and Stevenage respectively.

From humble beginnings as a regional installer and maintainer, Link CCTV now supplies and maintains systems for some of Europe's biggest corporations and groups on over 450 sites nationally, as well as maintaining a range of systems from large schools and universities to government and corporate offices, retail parks, haulage depots and high-profile shopping centres. With 116 national shopping centres and retail outlets, representing over 25% of the UK market, Link CCTV leads the field in this specialised business sector.

The Issue

Although the business had been established in the late 1990's and had a good track record and reputation, as legislation was steadily being tightened up across the industry, without being able to demonstrate quality standards, Link CCTV was missing out on even being considered by new clients for new projects.

For these clients, ISO 9001 certification visibly demonstrated conformance and a rigorous approach to the quality of their service at all levels within the company. Link CCTV did not have anyone within the company with the knowledge or experience to attain ISO9001 certification, and although they could have trained a member of their team, this would have been time consuming, costly and not a full time role for

that person.

As it was, trying to keep up to date with legislation updates was proving difficult and with additional Health & Safety legislation to adhere to and demonstrate to clients as well, something had to change.

Stepping Stones' Solution

Achieving ISO 9001

Rebecca was invited to meet the team and following an initial analysis of current processes and procedures for both parts of the business; installation and maintenance & repairs; Rebecca set about understanding and mapping the existing processes and workflow.

As a result of this analysis, it led to improved processes, including more focused client visits, which saved time and money.

The ISO9001 application was also combined with the Security Systems Alarms Inspection Board (SSAIB) accreditation – THE specific industry accreditation that clients look for when appointing their CCTV partner.

Although the process from start to finish took 9-10 months, (based on two days per month of Rebecca's time for the initial three months and one day a month thereafter), Link CCTV now has full compliance with ISO9001, a tried and tested system for the whole business that makes it work efficiently and demonstrably providing the clients the reassurance they seek.

"We are experts in CCTV, not Quality Audits or Health & Safety, so appointing Rebecca as our Quality and Health & Safety expert provided us with financial and time saving expertise that has been necessary to keep us up to date in our processes and procedures. Rebecca has helped us, not only with advancement of awareness among staff, but also we couldn't have grown without her input and wouldn't have won major clients. It has been a good relationship for a number of years and continues to work very well for us".

Steve Smith, Managing Director, for the Maintenance and Repairs

Health & Safety Accreditation

Following on from the great results and experience of working with Rebecca, Link CCTV then asked her to apply the same skill and expertise to their Health & Safety processes and accreditations. This was particularly pertinent to Link CCTV as their staff and contractors are regularly in dangerous situations when carrying out their work.

Having implemented their health and safety management system, Rebecca handled their application for Exor and Safe Contractor accreditation. The feedback from the sales team confirms that it has given clients the confidence and reassurance, which means that Link CCTV is now quoting for, and winning more contracts.

Susan Ayad, General Manager for the Installations side of the business, regularly works with a team of sub-contractors to deliver installations. Having the Safe Contractor accreditation demonstrates

that Link CCTV manage and look after their sub-contractors appropriately.

Although Susan could manage the Exor and Safe Contractor applications herself, she admits it would take her much longer, thereby costing more money. Using Rebecca's expertise gives us the added confidence that submissions are absolutely correct.

She says:

"Working with Rebecca is a smarter use of time. She's quick, thorough and reliable, saving me time. I don't think anyone provides what Rebecca does as she goes above and beyond a level of service one might normally expect from a Health & Safety company. Personally I wouldn't take a decision, in this context, without consulting with her."

Rebecca still looks after their Health and Safety Management System and runs training courses for the team on IOSH Working Safely, Working at Height, Asbestos Awareness and other relevant Health & Safety courses, which keep the business up to date with the latest legislation and qualifications.

Mark Hodder, Operations Manager, added, *"Without Rebecca we would struggle to keep all of our ISO procedures current, and without keeping our Health & Safety management up-to-date, we could be liable for all sorts of issues that don't bear thinking about."*

Rebecca's 'hands-on' approach has meant we have never had such a resilient processes and procedures system in place, which works very well for us".

About Stepping Stones for Business

Stepping Stones for Business (SSFB), led by principal consultant Rebecca Russell, is no ordinary quality and safety consultancy. With our head office based in rural Oxfordshire, we are a growing company with handpicked franchisees and associates setting up throughout the UK. SSFB offers a reassuring and comprehensive consultancy and support service to companies regionally. Our consultants are local. We get to know our clients, understand their culture and provide a personal, tailored service, supported by the comprehensive range of services that you would expect from a national company. That's what sets us apart and makes us different from the rest.

