

DEALER OF THE YEAR

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Martin Cronin, managing director of Crossroads Truck and Bus, says: "We believe that customer focus is the starting point for all our activities."

Under the umbrella of its Accelerate Crossroads initiative, this Volvo dealer for the Yorkshire and Humber region succeeded in generating greater customer satisfaction.

The process started with an internal review that revealed a lack of customer focus in its workshop planning, misdirected effort and average customer satisfaction. What Crossroads wanted to do was focus its energy on the front-end in planning and communication so that it could deliver a premium service to customers.

It was concluded that the way forward was to have re-energised, customer-focused staff and operational efficiency.

Thus Crossroads was reorganised into two geographic regions, each with dedicated vehicle sales, service and parts management, meaning decision-making was closer to the customer.

All staff were assessed and individual training requirements agreed. Indeed, Crossroads invested in 1,076 man days of training in 2007, while this year that figure will rise to 1,100 man days.

All customer-facing staff went on Accelerate Crossroads development programmes.

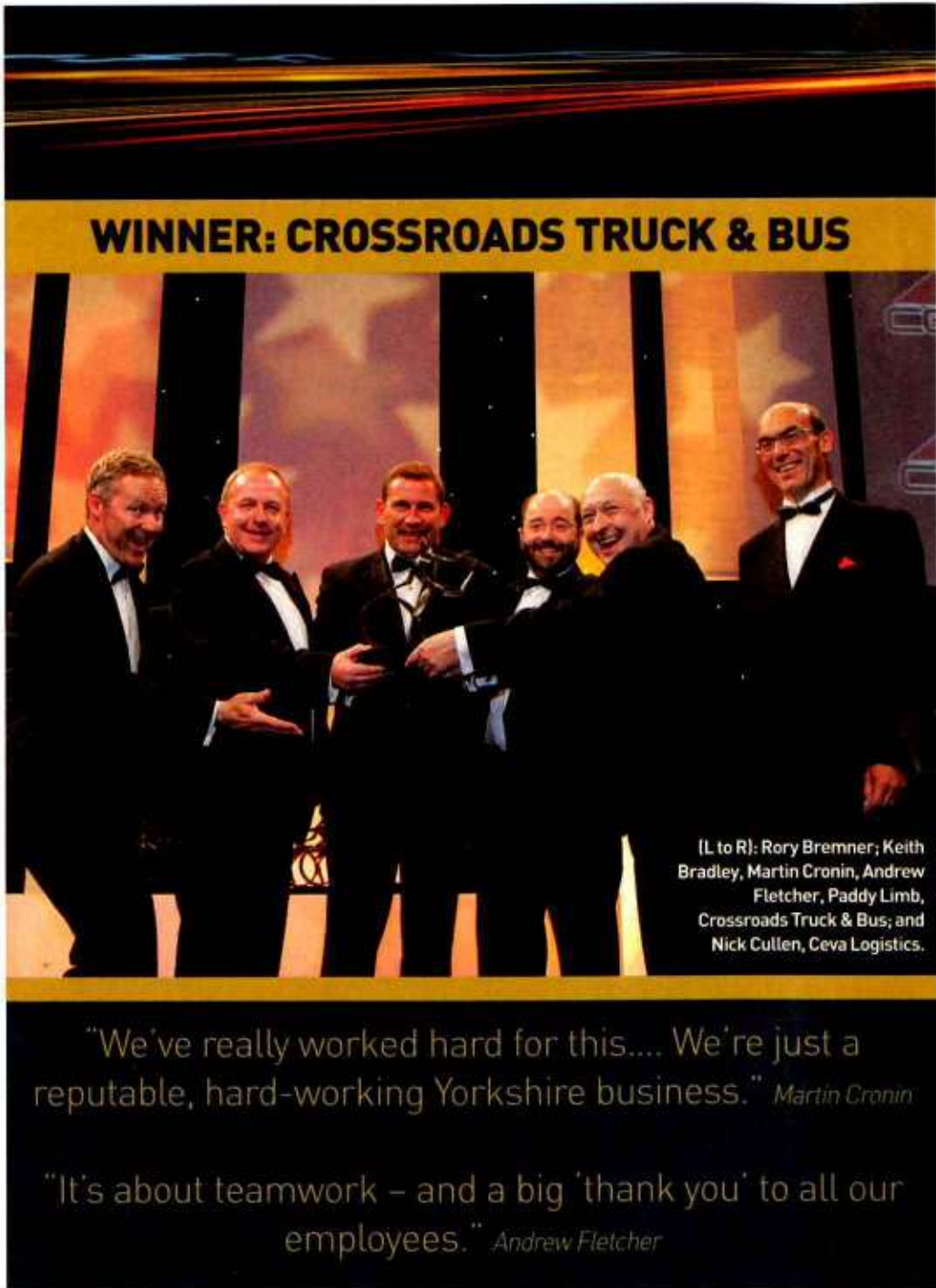
All this work, plus a £500,000 depot refurbishment, has helped Crossroads to meet and better all its targets:

- In the league table of Volvo dealers, Crossroads improved from eighth in 2005 to third in 2007.
- Its overall customer satisfaction index (CSI) score was 82 (against a target of 80) and an improvement on 2006's score of 78.

Other improvements include 5% improvement in repair time for breakdowns, an MOT first-time pass rate of 89% (against a target of 85%), and a firm boost of both turnover and operating profit.

FINALISTS:

- IMPERIAL COMMERCIALS BRISTOL
- PURFLEET COMMERCIALS
- ROSSETTS COMMERCIALS



WINNER: CROSSROADS TRUCK & BUS

(L to R): Rory Bremner; Keith Bradley, Martin Cronin, Andrew Fletcher, Paddy Limb, Crossroads Truck & Bus; and Nick Cullen, Ceva Logistics.

"We've really worked hard for this.... We're just a reputable, hard-working Yorkshire business." *Martin Cronin*

"It's about teamwork – and a big 'thank you' to all our employees." *Andrew Fletcher*

WHAT THE JUDGES THOUGHT...

"Very focused on staff driving the business forward. Good all-round performance, showing steady improvement."