

## CCAS CAMPAIGN CASE STUDY – THE MOTOR OMBUDSMAN



Motor Industry Code of Practice for



### Service and Repair

The Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for Service and Repair was established in 2008 to ensure that consumers receive an honest and fair service when visiting an independent garage or a main dealer for work or repairs to their car. It also helps to drive all-important consumer peace of mind and confidence in a business, and ultimately increased revenue and customer loyalty. Crescent Motoring Services in Burton-on-Trent, Staffordshire, has been accredited to the Code for the past eight years.



Crescent Motoring Services became part of the Service and Repair Code in 2009 after owner and founder, Steve Tallett, became aware of motorists having negative experiences when visiting their local garage. He saw that being part of the most comprehensive Code for vehicle maintenance which was offered by Motor Codes (now The Motor Ombudsman), was an ideal opportunity to stand out from the competition and establish even higher operating standards across his business. This

subsequently paid off with two consecutive award wins in the annual Motor Codes Garage of the Year competition in 2014 and 2015.

High profile recognition by a Code Sponsor allows Crescent Motoring Services to enjoy significant coverage in the local press and promotion of the garage's high quality services and renowned reputation. These accolades, coupled with accreditation to The Motor Ombudsman, have proved key factors in building confidence and trust amongst the garage's local client base, thereby driving a steady flow of repeat and new business to Steve Tallett's site on Burton's Wetmore Road.

Since joining the Service and Repair Code, Steve has been a big advocate of the CTSI's Consumer Codes Approval Scheme (CCAS). He says: "I am involved with many organisations in the community, including the local Chamber of Commerce, and therefore I am regularly asked to speak on the UK's automotive sector. This is a valuable channel to sing the praises of being part of both a Code of Practice and The Motor Ombudsman."

Already setting the bar high for all staff across his organisation to provide the best possible experience for customers, signing up to a Code of Practice allowed Steve Tallett to further streamline his processes. For example, for complete transparency, every customer that books their car in for a service or MOT is given a job card and a quote for authorisation before any work is carried out. The same applies to any additional maintenance which is identified during the repairs – this must be approved by the customer so that there are no unwanted bills upon collection of the vehicle. Steve explains that using this clear and honest approach allows the garage to also advise on any recommendations for future work on their car with no need for a pressured hard sell as customers trust the judgement of Steve's highly-qualified team.

To generate even more exposure for the CTSI-approved Service and Repair Code, customers of Crescent Motoring Services are welcomed with the widely recognised triangular logo on external signage, in reception, and on company literature. This provides motorists with the added reassurance that the business is part of a recognised hallmark of quality of service and work.

The Motor Ombudsman's Garage Finder allows motorists to search for their local accredited garage: [www.themotorombudsman.org/garage-finder](http://www.themotorombudsman.org/garage-finder).

Further information on The Motor Ombudsman's Service and Repair Code can be found at: [www.themotorombudsman.org/consumers/our-codes-of-practice/service-repair-code](http://www.themotorombudsman.org/consumers/our-codes-of-practice/service-repair-code).