

# CCE TRAINING ACADEMY



**With its Training Academy now fully established, Michelle Walker described how staff development will continue to play an essential part in the company's future success:**

"CCE has believed in investment in bodyshop and apprenticeship training since the company was started in 1981, and we plan to continue to demonstrate our commitment to training in the areas of equipment, repair methods and estimating procedures.

"The Academy has been set up not only to accommodate workshop training, but also to offer our skilled team the opportunity to further their own individual development.

"This approach has been particularly relevant to our managers and team leaders, all of whom have been internal appointments to senior roles.

"The work in which the Management Team has been involved has allowed them to develop individually and collectively to become stronger and more confident,

taking greater ownership and making decisions faster.

"Alongside this training, we have two members of staff enrolled on the 'Rising Stars' programme, aimed at broadening experience and gaining a greater appreciation of the 'real world' across other industry sectors, increasing self-knowledge grounded in good business practice.

"This has created a sense of a more rounded and professional approach to business – the 'work-shadowing' of other CEOs and senior managers in unrelated companies has proved invaluable.

"We feel this emphasis on training will be vitally important to the stability, and growth of CCE, delivering security for our future in a demanding and challenging industry.

## FIX AUTO IN PARTNERSHIP WITH CCE

**John Matthews, Head of Fix Auto UK, describes the background to how CCE became their partner of choice...**

"The Accident Repair Industry is a complex mix of what seem like contradictions between the main stakeholders.

"Repairers are continually trying to find a sustainable way to improve the retained profit from the craft that they love and the Insurers are endlessly seeking new methods of managing their supply chain in order to reduce claims costs.

"Repairers have formed networks, invested in specialist equipment, begun industry campaigns, agreed to demanding insurer contracts and even built state-of-the-art bodyshops but as yet have not found a viable long term partnership with the major supplier to their business - the Insurer.

"Insurers have consolidated, rationalised, restructured, built their own shops and are now exploring other mechanisms including 'labour only' remuneration and centralised supply arrangements for their approved networks.

"As a consequence, there are now multi billion pound organisations buying their services from suppliers whose average turnover is around £1.5 million.

"With around 5000 Repairers and only 10 Insurers controlling 85% of the market, the imbalance of this relationship often creates problems with administration, efficiency and policy holder communication.

"In order to respond and provide a solution, the successful Repairer needs to find a way to evolve and develop more strength and play on the same field as their customer, the Insurer.

"Fix Auto UK is a national Network of hand picked Independent Repairers that together consolidate their sales and marketing efforts using the proven formula and expertise of Fix Auto to provide a complete solution to the Insurance industry."

"The Network brings the strength of the owner-driver independent business to the insurer negotiating table in a structure that they can trade with efficiently.

"It operates on a franchise basis where each bodyshop manages its own territory under the brand of Fix Auto, adhering to consistent standards and methods which provide the Group with a corporate "feel" and give it the integrity of a National chain.

"Each partner for Fix Auto is chosen based on a clearly defined set of criteria. The purpose of this is to ensure that the standard of shops joining the Network is of the highest standard and can deliver the promise of the Brand.

"Commercial Contract Engineers was selected on this basis and was in many ways the "perfect fit" for Fix Auto.

"The key ingredients are;

- Family operated with a successful track record and succession aware
- Vision and acute awareness of the market conditions
- Passion and enthusiasm for the business
- Impeccable customer service ethic
- Capability to repair the latest vehicle technology
- Intellectual contributor to the Group
- Honesty and integrity

"When Fix Auto first met Phil Ewbank, Chairman of CCE, it was immediately clear that we had found our ideal partner for the Rochdale and surrounding area.

"The clear thinking and undeniable track record were so refreshing and Phil's drive and determination to develop the CCE portfolio in the passenger car arena were compelling. As we got to know the team at CCE, it became clear that the fit was perfect and we could both benefit hugely from this partnership.



John Matthews, Head of Fix Auto, UK

"CCE meet the Fix Auto criteria in every sense and at every level."

Phil Ewbank added: "Commercial Contract Engineers is delighted to work in partnership with the internationally recognised network that is Fix Auto. We share similar philosophies of exceptional quality and customer care. We look forward to a mutually beneficial relationship over the years to come."



## CCE SHORTLISTED AS FINALISTS FOR TWO NATIONAL AWARDS

**Following its successful achievement of being named 2007 CV Bodyshop of the Year, CCE has again been shortlisted as finalists in the CV Bodyshop and Training categories at the prestigious Bodyshop Magazine awards to be held later this year.**

Whilst being runners up in 2006, this nomination demonstrates the consistent high standards of customer service and quality to which CCE operates.

Phil Ewbank, Chairman, Commercial Contract Engineers, commented: "We are delighted to be in the frame again for CV Bodyshop of the Year. However, I am particularly thrilled to be nominated in the Training category.

"I cannot repeat often enough how important our staff are to our business. Their continued dedication and commitment to the company are what has made our reputation as one of the national leaders in the field of vehicle maintenance and repair. Whatever the outcome on the night, I would like to take



Phil and Wendy Ewbank

this opportunity to say a big thank you to everyone who has been involved with CCE over the past 27 years!"

## NEW PAINTSHOP FOREMAN APPOINTED AT CCE



**Andy Lochhead has been appointed to Paintshop Foreman at CCE..**

**He joined the company five years ago from AB Croll.**

Andy has gained valuable process knowledge, with hands on experience in the paintshop, acknowledged as one of the leading facilities in the industry. He takes

particular pride in the wide variety of vehicles he has painted, commenting: "The only way to learn something properly is to do it yourself. We like to think ourselves perfectionists; each job has our 100 per cent attention and we would never let anything leave the shop that we weren't happy to put our name to."

Having met the challenges that this promotion involves; delegation and distribution of work and making sure the team has the necessary resources and training to deliver a consistent and quality service.

Andy added: "I am pleased to have taken on this new role; we have a great team and a great relationship with the other departments. CCE has always had a reputation for investing in the latest technology, and that is still true today. We have a long-term training programme, ensuring that everyone reaches the same, high standard.

"We are currently experiencing a significant increase in our 'car' work, almost equal to our regular CV paint jobs. Each customer is different, but it's really good to see private customers show such satisfaction when they pick up their vehicles. I'm always amazed that what we consider a 'standard' service so much exceeds what people are used to.

"I would like to say a big thank you to Phil – he has given me a fantastic opportunity and has always been on hand to give advice and support. Commercial Contract Engineers is a great place to work – a real family environment, in which I am proud to work."

Phil Ewbank added: "Andy has developed into a very strong member of our team. I am delighted with his progress – he has really stepped up to the plate and demonstrated some very good leadership skills. I wish him every success for his continuing career with Commercial Contract Engineers."



### JORDAN NUNU

Jordan joined CCE in August 2006 to work alongside Patrick Nevin and Mark McGinty, who together have gained 16 years experience with the company.

In May 2007, Jordan commenced his training to achieve formal qualifications. He commented: "I have been working hard on an NVQ in Storage and Warehousing and I'm now delighted to have passed both internal and external assessments."

"I have also just completed a three day Fork Lift truck course which I was delighted to pass and I now hold my own licence."

"I am very grateful to CCE for giving me the opportunity to complete my NVQ as I feel the storage, warehousing and



Jordan Nunu

Fork Lift truck training have helped me gain the skills necessary to improve my performance and really add something to the team."

Michelle Walker added: "Congratulations to Jordan for all his hard work, not only did he pass, but he passed with flying colours. He should be very proud of what he has achieved."

### CHRIS PICKERSGILL

Chris joined CCE in February 2007, following a career in paintshop work in the Rochdale area.

He joined the company as an estimator, training in-house for several weeks; shadowing another estimator and taking part in a two day course with Audatex. He has subsequently built on this initial training with refresher courses, ensuring that his certification is renewed every 12 months.

Recently, he attended a Fix Auto training session in Loughborough – a one day course which focused on improving estimator skills, covering topics such as how to keep repair costs down by increasing labour but reducing parts used.

Chris has also developed his knowledge of the commercial side of the business and also spent time on the shop floor,



Chris Pickersgill

in a 'hands-on' role with other members of the management team.

He commented: "I now have a far better and in-depth understanding of the workings of a modern bodyshop – how the team works together and responds to each others' needs."

"We never rest on our laurels and are constantly looking for new ways to improve our relationships, communication and service – these are what will continue to make CCE such a success"

## New Managing Director Appointed at Commercial Contract Engineers

**Rochdale-based Commercial Contract Engineers is pleased to announce the appointment of Michelle Walker as Managing Director, with immediate effect.**

The company, which last year celebrated not only its first successful 25 years of operation but also received the Commercial Vehicle Bodyshop of the Year award, has been led by Phil Ewbank, who founded the business, since 1982.

The role of Managing Director will now pass to Phil's daughter, Michelle, who has worked for the family business since 1996. Phil Ewbank will now take on the post of Chairman of Commercial Contract Engineers.

Phil will continue to be involved in the day to day operation of CCE, but will give additional focus to business growth, strategic development and customer relationships.

Michelle, who initially studied to become a teacher, has found herself well-suited to the firm, having worked in a variety of departments since joining, and gaining a wealth of experience along the way.

Having covered most areas of the business at Commercial Contract Engineers, including the operational and

administrative aspects and also recently having completed formal management training, Michelle feels qualified to take on the responsibility that goes with the job: "I am absolutely thrilled to be offered this opportunity. I am very proud to be able to take on this challenge, although I know I have some pretty large boots to fill."

"I have watched and been part of CCE's incredible journey. From what was not much more than a small regional company 25 years ago to become the nationally recognised repairs and maintenance specialist that it is today, is a tribute to everyone involved."



Michelle Walker MD

"The vision belongs to Phil, although he knows that the secret of CCE's success has been the quality of the people that work here. I share that view and I know that I will have the support of a strong management team."

"In my new position, I look forward to playing a leading role in the company's continuing growth – based on the sound principles of excellent customer service, communication and reliability. A philosophy that has made us what we are today."



CCE Rochdale

## Happy First Birthday Keeley

Commercial Contract Engineers would like to say a Happy Birthday to Keeley, born to Sarah Stewart and her partner Lee Broderick on the 21 July 2007.

Sarah said a big thank you to everyone for their kind wishes, adding: "Keeley is our first baby and is a real ray of sunshine. Most importantly, she sleeps brilliantly!"

As the receptionist at CCE, Sarah is one of the main points of contact, being the first person customers and colleagues speak to when they visit the site or call in. She also assists in the accounts and service departments.

Sarah knows how important a good telephone manner is and knows many of CCE's contacts by their voices. She commented: "I enjoy my job very much because I like talking to people. I am now looking forward to attending a customer service course and a course in Excel spreadsheets in the near future."

Sarah joined CCE nine years ago, immediately after she left school. She finds CCE a very happy place to work – especially the Christmas Parties!



Commercial Contract Engineers Limited

Tel: 01706 717000

Eagle Technology Park

Fax: 01706 717017

Eagle Way

Email: sales@commercialcontract.co.uk

Off Queensway

www.commercialcontract.co.uk

Rochdale OL11 1TQ

- CCE Training Academy : Page 2
- Fix Auto Partnership : Page 2/3
- 2008 Bodyshop Awards : Page 2/3
- New Paintshop Foreman : Page 3
- Part of the Team : Page 4
- Happy Birthday Keeley : Page 4