



Nov 17, 2015 15:06 GMT

Ford calls in RAC to optimise service quality

Ford technicians across its dealership network have been praised for the high quality of their vehicle servicing by RAC engineers. This follows a successful 10-year association to provide independent assessment of customer vehicle repair and servicing quality.

The RAC Service Workshop Quality Programme, introduced in March 2005, carries out up to 10,000 Ford vehicle service inspections every year – equivalent to around 30 dealer visits each day. The partnership was set up to ensure that the work of technicians across its Authorised Repairer Network

met and exceeded the expectations of Ford and its customers, through individual assessments and unannounced workshop audits.

These checks are in addition to Ford's existing quality check programme and ensure that the dealer has carried out all requested work in full and to the required standard.

The Ford dealer network is the only group in the UK to partner with the RAC on these workshop audits, which will pass 100,000 individual inspections by January 2016.

RAC engineers visit and inspect Ford workshops even in the most remote UK locations, including the Shetland, Orkney and Channel islands, and the Isle of Skye. During all visits, examining engineers inspect vehicles for quality standards according to the Ford Recommended Service Schedule, and provide their report to the service manager.

"These independent checks, provided by a recognised and trusted organisation, should provide peace of mind to customers that a Ford dealer is the best place to take their vehicle", said Jon Wellsman, director, Ford Customer Service Division.

"The RAC Programme was designed to measure and, where necessary, improve the quality and customer satisfaction of the Ford Authorised Repair Network. Following an extremely successful 10 year period, the results of the audit suggest we are meeting and beating our own targets."

The quality score of technicians has improved by 50 per cent during the lifespan of the programme and in cases where RAC engineers have not reported a single fault throughout a calendar year workshops receive a certificate of recognition.

Adrian McCarthy, RAC roadside operations manager, said: "The quality programme is constantly evolving to meet the needs of Ford's dealers. Ensuring that customers have total confidence in the dealer network is a priority for us, and by helping to maintain the strict workshop quality standards set by Ford, customers should feel confident taking their vehicle to a Ford Authorised Repairer year after year, far beyond the warranty period."

About Ford of Europe

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (15 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911. For more information regarding Ford's products, please visit www.ford.co.uk

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Contact:	Dan Alcock			
	Tel: 01277 252880			
	dalcock2@ford.com			

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Notes to editors - About RAC Business Services

RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists.

RAC Patrols repair vehicles on average within 31 minutes at the roadside and carry more than 500 parts and tools, so we're always well-equipped and ready to fix wherever possible

RAC Business offers a comprehensive range of services and products for UK businesses of all sizes and currently has around 24,000 corporate and SME

customers.

Products available include: fleet breakdown coverage, telematics, fuel cards, accident management, inspections, training, commercial and fleet insurance, fleet management (Business Club) and risk management services.

RAC also provides client-branded outsourced services and call centre support for customers of leading car manufacturers, insurance, fleet providers and logistics companies, as well as truck breakdown, truck warranty and insurance for vehicles from 3.5t to 44t.

Contacts



RAC Press Office

Press Contact

press.office@rac.co.uk

Emails monitored during normal office hours. For breakdown queries, call 0330 159 0740

ISDN number on request