



Case Study
Atlantic Pacific
American Express
(APX)

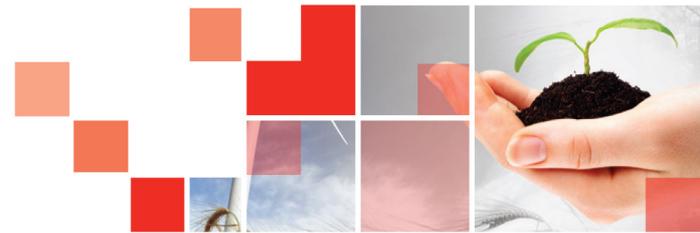


ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

In April 2007 Signature Travel and BTI, two prominent New Zealand travel companies merged to become BTI Signature Travel Ltd. Signature Travel had been ISO-certified since 1993 but the merger gave the new company an opportunity to review and certificate all of its operating processes and procedures to ISO 9001 standards. The company's General Manager of operations and quality Lynn Adams-Pearce, explains why they opted to do so despite the heavy workload imposed on both staff and existing operating systems by the merger.



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ISO 9001

"The merger required every aspect of our business to be reviewed and new processes developed to ensure that clear standard operating procedures were being put in place. For example, the two companies involved in the merger operated completely different "back-office" systems and staff sitting side by side were having to follow different processes. A completely new infrastructure had therefore to be built and new corporate values cultivated. New systems have now been established to ISO 9001 standards and this has given the company a strong foundation on which to build sustainable and continuous growth."

ISO 14001

Early 2009 they also achieved ISO 14001 certification which was a result of a complete overhaul of our environmental awareness and stance since the initial merger in 2007.

Another Merger

In August of 2009 BTI Signature Travel Ltd then merged with its sister company Atlantic Pacific American Express (APX) and once again this merged entity needed to do a full review of all processes and procedures to ensure that it had a strong foundation for its future. With the extensive overhaul completed during the first merger, this time around the merging companies were able to take advantage of lessons learned. APX had also been ISO 9001 certified since the mid 1990s and though they were not ISO14001 there was a close alignment in the way the two companies conducted business with APX having previously taken steps to reduce their environmental impact and that of their customers.

During this merger, the business continue with a focus on Quality and their Environmental impactors and was able to retain their certification in both ISO 9001 and ISO 14001. Something that they are extremely proud of given the work involved in a merger and the global financial crisis that was going on at the same time.

Why Telarc?

"Telarc is a national leader in the certification of management and environmental systems to ISO standards and we had developed a constructive and ongoing relationship with its auditors dating back to 1993. It was logical then that we continued that relationship when the new travel company was being set up. The structure and guidelines that come with an internationally recognised quality standard like ISO 9001 helped us to establish what was in effect a completely new company."

The Benefits of Partnership

Implementation Benefits

"The partnership we had with Telarc was fundamental to the recertification process. Its auditors provided a fresh viewpoint which ensured that we took a holistic approach to our processes and procedures. This in turn allowed us to develop end-to-end processes across the entire business. As a result, we were able to merge the two companies relatively seamlessly, introducing a complete new infrastructure and systems while at the same continuing to service our customers to the highest standard."

"APX continues to review and develop its operating procedures as the company matures beyond the merger and Telarc audits these systems four times a year (choosing a different region each time). This ensures that we are working together nationally to achieve the company's goals and business strategy."

Certification Benefits

"Having ISO-accredited processes in place that clearly outline the steps to be followed removes the guesswork often involved in starting a new job or procedure. Removing the guesswork drastically reduces the potential for error or rework, which in turn improves staff productivity, company profitability, and customer satisfaction.

"Back in 2002, a number of booking errors involved the company in extra costs to ensure that our customers were not affected. These errors were within our control if we could identify them early on, so we established a peer review process that picked up most of the problems before they started to cost us money. This process cut the number of errors by over 90 percent and lifted our profitability."

Why ISO 9001?

ISO 9001 is the most commonly used international standard. It provides a framework that enables businesses to develop and implement their own effective quality management systems for the manufacture and supply of virtually all products and services.

Why ISO 14001?

An effective EMS certified to the internationally recognised standard ISO 14001 helps businesses to operate in a more cost-efficient and environmentally responsible way while also complying with relevant environmental legislation and their own environmental policies. Certification to ISO 14001 from an accredited and reputable provider is becoming the preferred choice of companies looking to demonstrate their environmental credentials.



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