

THE BUSINESS Awards 2010

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Firm's recognition after reinvention

Focus on quality and customer satisfaction

IN LITTLE more than six months photocopier and office solutions specialist KRL Group has been completely reinvented.

The prime movers of an MBO have completely transformed the firm, dramatically cutting non-productive costs while significantly increasing investment and training spend.

And, determined to make a complete break with the past 25 years, they have rebranded as an enterprise totally refocused on customer satisfaction and with deep roots in the local business community.

These moves are helping the firm to become a major player in the marketplace across Yorkshire and into Lincolnshire.

And now the Willerby-based company is also a finalist in two categories in this year's Mail News and Media Business Awards.

These are the NatWest Bank-sponsored Small Business Of The Year Award and the Hull

InShort

A Willerby-based photocopier and office solutions specialist is a finalist in two Mail News & Media Business Awards.

BY CATHERINE LEA
Business Reporter

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FINALISTS: Directors George Baker, second right, and Glenn Parrish, right, with staff from KRL.



University Business School-backed Training Excellence Award.

Directors George Baker and Glenn Parrish had already, under the company's previous owners, made as much progress as was then allowed in laying the foundations for changing the ethos and culture from within.

And that enabled them to hit the ground running as soon as the take-over became official.

Among its most prominent successes has been the winning of five-star service accreditation from main supplier

Konica Minolta – approval recognised throughout the business world.

Mr Baker said: "We are proud to have achieved this in such a short space of time, and that we have done so is a tribute to the whole-hearted co-operation of our staff."

Such achievements are also testimony to the effectiveness of the firm's reorganisation and the ensuing company-wide focus on quality and customer satisfaction – satisfaction evidenced by the growing volume of customer testimonials now adorning

KRL's website.

Mr Baker said: "We have adopted a policy giving every one of our 24 members of staff an equal opportunity to enhance their performance and take control of their career path.

"That enables everyone to go the extra mile – and be accountable for – providing the best solution possible to a customer's needs and requests."

There has also been significant investment in bringing the company's own IT and financial systems up to date, improving cash flow by 40 per

cent.

That has been paralleled by even heavier successful investment in KRL's ability to provide IT solutions which will support customers' current operations while incorporating "future proofing".

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