

## DFDS Transport

### Benefits

- **Visibility of operations has improved**
- **Evidence for customers that DFDS Transport can deliver a consistent and high quality service on a global basis**
- **Staff can be trained in a consistent manner and can easily transfer between locations**
- **Improved IT systems that reflect ISO 9000 processes**

### The Company

DFDS Transport is a fully established market leader in the European transport industry, with an annual turnover of Euro 2.5 bill. , 10,000 employees and locations throughout Europe.

DFDS Transport was developed through a merger between 4 large Danish transport companies; DSV, Samson Transport, DanTransport and DFDS Transport, and has been registered to ISO 9000 since 1994.

The scope of the registration covers the international freight forwarding of import and export cargo by road, (Groupage and Full Load) as well as refrigerated movements and tank freight loads, Cargo by ocean freight and Air cargo, logistics, warehousing, haulage, distribution and bespoke operations for individual customers. The offices registered are in the UK, Ireland and Denmark.

### The Issue

Initially, Quality meetings were set up to tackle issues such as the standardization of credit procedures, delivery notes and the service levels given to customers. But the management felt this was not sufficient and it was then agreed to seek ISO 9000 registration.

There were three key drivers that led DFDS Transport to seek ISO 9000 registration.

Firstly, ISO 9000 was viewed as a 'stamp of approval' - proof that DFDS Transport could deliver on a large scale and credibility for a company that had very quickly become a large player in the market.

## BSI Case Study on the Benefits of ISO 9000 Registration

Secondly, the management of the company saw the need to establish standardised practices across the scope of the operations and to generate Key Performance Indicators (KPI's) across the organization to measure its performance during a period of rapid growth and expansion.

Thirdly, ISO 9000 would provide a tool to standardize and improve the visibility of proficient operational methods.

### **The Benefits**

ISO 9000 has been used as a management tool to help DFDS Transport standardize its operations and improve its overall service.

Staff flexibility is a major benefit of ISO 9000 registration. Staff knowledge is consistent across the organization as a result of the standardization of documentation, IT systems and training. This enables staff to be fully trained for the job and to easily move between locations.

The Registration and the subsequent continual development have also brought about significant improvements in the development of new IT systems in its operations processes and procedures.

ISO 9000 has also provided DFDS Transport with evidence for customers and potential customers that it can deliver a consistent and high quality service on a global basis. The company is regularly asked for proof of a Quality Management System as part of the tender process.

### **BSI Role**

BSI Assessors have provided valuable support since DFDS Transport first achieved registration in 1994. With over 20 locations, DFDS work with a number of BSI assessment staff that is able to provide consistent service across such a large number of locations.

BSI is also able to provide skilled resource to help assess to other industry-wide schemes such as the Safety and Quality Assessment System (SQAS).

### **The System**

The ISO quality systems have been enhanced over the last two years and all it's processes placed in user-friendly process flow formats. The innovative use of new technologies like the Intranet, continue to be used and developed to enable all DFDS Transport personnel to gain instant and informative access to the ISO standards, ensuring that all staff understand how quality processes help them in their roles.