

# NEW BUSINESS UPDATE

## Asda



Omega has had a long standing relationship with Asda providing internal and external signage for their stores for over 20 years. So when ASDA were looking for a signage company to manage the internal reconfiguration of their chilled food area in all stores Omega were the perfect partner.

The programme was significant in that it involved the whole estate but it had to reflect that there were differing needs depending on the size and age of each store. The timescales were also very tight and the new layout needed to be completed in all stores in a 4 week time period.

Initially each store had to be assessed to identify the exact requirements but it was clear that a field survey of every store was not possible in the time frame. Fortunately because of Omega's long standing relationship with Asda we have a comprehensive view of each store in many cases we were able to complete desk top analysis to assess the needs of individual stores only doing field surveys as necessary.

With no two stores the same the project was very bespoke in nature and Omega's strong project management skills and attention to detail came to the fore to keep the project on track and to specification. Omega undertook all the manufacturing and installation liaising with external contractors and of course minimising store disruption was a given so all of the installation was completed in store overnight.

In all, the reconfiguration of the chilled signage was completed in the timescale in around 300 stores. A mammoth job but one that we can be very proud of.

## Industry comment

### Customer service

Every business wants satisfied customers and at Omega we believe building strong relationships and delivering great customer service are paramount.

Our approach is to bring together all elements of your needs and map out a clear path and direction to deliver a successful project and our project managers play a key role in delivering this. They not only have the knowledge and skills to handle all aspects of your project but also recognise the importance of delivering good customer service through clear communication; being accessible; delivering to time and to budget and understanding, identifying, and anticipating your needs.

That is why at Omega over 30 % of our employees are involved in customer facing roles to ensure that you receive the service you deserve because a satisfied customer is a happy customer and that's our aim.



## A day in the life of Jordan Walker Project Manager



### **Which customers do you look after and what have been your major projects in the last 6 months?**

I look after JLP and have recently been managing the new John Lewis in Leeds and in Chelmsford. It has been good to be involved in the new Leeds store as it is my home city!

### **What do you think are the key components for delivering good customer service?**

One of our highest priorities at Omega is communication. We keep our clients informed of all the important details and requirements prior to manufacture, and are then in regular contact throughout the project to ensure everything runs as smoothly as possible. The next key component is professionalism. Being professional at Omega is as equally important, whether this means answering telephone calls late on a night or replying to emails on a weekend, we like to try and make our customers feel like they can turn to us at any point and have full support.

### **How often are you likely to be in contact with your customers in the middle of a project?**

On big projects like the new JLP Leeds I can be on the phone up to 20 times a day discussing any potential issues, late changes or just a general call to see how we are progressing on site! I would also visit site regularly to make sure everything is going to plan

### **What other skills do you need as a project a manager?**

As I said being a good communicator is key - the more you communicate the easier the job becomes. However teamwork is also really important as you spend a lot of time discussing ideas and issues with other colleagues so it's always good to be able to work in a team. Finally I'd say personal organisation. It's important to be as organised as possible as it helps keeps the project running smoothly and also keep the clients happy!

### **How do you feel when you get positive feedback from a customer?**

Getting positive feedback from a client when a project is complete is very satisfying. Sometimes there is 12 months of preparation work before you even start on site so to hear positive feedback on completion makes all the hard work that has been put in over the months worthwhile!

# Technical Know How

**One of the most challenging aspects of our business is installation.** As everyone in construction knows, the old days of setting someone to work 'just because they had done it before' is no longer good enough. For every installation, no matter how big or small, we carry out a full assessment of the site and conditions and produce a specific method statement and risk assessment and then brief the installers on this and all aspects of the job. If they get to site and things are different, then they are all trained to do a dynamic risk assessment. Once the job is complete the client then receives a comprehensive handover to ensure full understanding and satisfaction.

However, our service doesn't end there. We have one site support manager whose role is to aid the installers to implement trouble-free and efficient installs, ensuring that we operate to some of the highest standards in the industry. Their tasks are varied from sorting technical issues on site, performing quality checks both during and post install, assisting in training the installers in Health and Safety and, of course, continuously assessing the crews to ensure that they are performing to the standards laid out in our 'Installation Operating Charter.' It's a never ending task – but one that is vital to ensure we deliver you the best service we possibly can.