

Welcome...



Paul Hardy, Managing Director introduces the latest edition of Hot Action, bringing you up to date with the latest activities of both Andrews Water Heaters and Potterton Commercial.

"Next month we will be celebrating the first anniversary of the union between Andrews Water Heaters and Potterton Commercial becoming the key brands of Baxi Commercial Division. This close relationship has already proved most productive, having yielded double digit growth across both brands.

As well as announcing new products we give examples of how we are providing our clients with system solutions through our shared resources and are helping them to incorporate the Low/Zero Carbon (LZC) technologies now available. We have already added



an evacuated tube option to the Andrews SOLARflo "ready-to-fit" solar thermal package and are now launching a Potterton Commercial ground source heat pump.

GEARING UP FOR FUTURE LEGISLATION

But our vision goes beyond continued development of LZC solutions to providing what our customers need to meet the challenges of utilising these new technologies in line with changing legislation. While we cannot be certain exactly what the requirements will be, we have sufficient indication as to the intentions, for instance, of the Eco-design of

Energy-using Products (EuP), with its focus on the energy efficiency labelling of heating and hot water systems rather than a system's individual components.

ONE STOP SHOP APPROACH

Given the LZC options currently available in our portfolio, together with more launches planned later in the year, system designers, specifiers and installers can all benefit from our 'one stop shop' total boiler house solution. In the fullest sense, proven integrated product sourcing will bring together all the components such as boilers, direct fired water heaters, the elements of a solar thermal system or a ground source heat pump and controls. These can be delivered pre-wired, pre-plumbed, factory tested and ready packaged on a skid for delivery direct to site if required, fully supported by the technical expertise to assist from the earliest planning stage of a project right through to commissioning the entire system.

What's more the products we put together will reflect the ratings required by the EuP Directive so that, for example, an entire system

being purchased may be specified A*** or whatever symbolism is finally agreed upon.

BENEFITS FOR MERCHANTS TOO

We believe this approach will also be of great assistance to our Merchant partners, as they gear up to meet the Directive. The benefits for them of a single source supplier are one warehouse and one point of contact for procurement, as well as ready tested system components and same company guarantees and commissioning. System components have no compatibility issues and there is one reference point for pre and post technical queries.

TRAINING FOR ALL

We are happy to share our knowledge on how to successfully bring all the necessary elements together and achieve optimum system performance, energy efficiency and life cycle costs, not only at the design stage but also in terms of training. Towards the end of last year we opened a brand new purpose built Training Academy and in the centre pages you can read how the practical facilities have continued to develop, along with the training courses which are devised to suit all our customers' various needs.

FOCUS ON SERVICE

We are also giving an important insight into how we are nurturing our growth in business by refocusing and redoubling our efforts in respect of technical product and service support across the brands.

I am sure there will be a great deal to interest you in these pages and would be pleased to receive your queries and observations by email addressed to hotaction@baxigroup.com"

Please note that Andrews Water Heaters and Potterton Commercial now have new telephone numbers:
Sales: 0845 070 1056
Technical: 0845 070 1057
Service: 0845 070 1058
FULL CONTACT DETAILS ON BACK PAGE

EXHIBITION

SHOWTIME



Our thanks to all of you who took the time to visit our stand at the M&E Event '07 where we were able to show you the latest additions to our high efficiency condensing ranges of Andrews Water Heaters and Potterton Commercial and talk through how they can be brought together with the LZC technology products that were also on display. This month we are participating at NEMEX Sustainability Live our launch platform for the new GaeaTherm ground source heat pump, which will be marketed under the Potterton Commercial brand. This is a fine example of how new LZC technology can complement the latest high efficiency boiler technology and how single source products can simplify the whole project from design through to commissioning. More new products are due to be launched later this year at the M&E Event '08 and you will have another opportunity to see us in February of next year at H&V 09.

LOW CARBON TECHNOLOGY

New Low Carbon Products for greater efficiency and design flexibility

Richard Walker, National Sales Manager, Potterton Commercial, introduces the new GaeaTherm ground source heat pump.

A dominant player throughout the last century in the supply of gas fired boilers in both the domestic and commercial heating sectors, today Potterton Commercial continues to lead in the commercial field as 21st Century heating technology embraces low and zero carbon solutions. Complementing our comprehensive range of high efficiency condensing boilers, we are pleased to offer the new GaeaTherm ground source heat pump which, as an integral part of a suitably designed system, can help reduce the carbon footprint of many commercial buildings.

This is accomplished by the GaeaTherm heat pump harnessing the energy created by solar rays being absorbed into the ground, thereby creating a thermal store



which remains at a fairly constant temperature of around 10°C to 12°C at a depth of around 1m to 2m. A ground loop from the heat pump extracts this heat to commence and sustain its refrigeration cycle, during which process the state of the refrigerant is changed, causing heat to be generated which can be utilised, via a plate heat exchanger, for space heating.

The GaeaTherm heat pump has an output of 21.3kW and 4.7 Coefficient of Performance (COP), recognised as best in class when used with a low temperature heat load such as underfloor heating. Its operating noise level is whisper quiet being only 33dB(A) at 1 metre. Available for installation in multiple unit cascade configuration, GaeaTherm controls are based on the same platform as the Paramount two and Eurocondense two high efficiency condensing boilers. Therefore the GaeaTherm package can be supplied complete with these Potterton Commercial high efficiency condensing boilers which would provide the heat to satisfy peak demand, enabling the technologies to work in harmony delivering low carbon heating solutions.

The GaeaTherm solution includes the heat pump, pump station for the ground loop and optional 500 litre buffer tank.



Steve McDonald, National Sales Manager, Andrews Water Heaters, announces the addition of Evacuated Tube Collectors to the SOLARflo package options.

We have seen a lot more activity this year involving our SOLARflo solar thermal package, with a number of projects completed and many more at the design stage. As market leaders, our clients are looking to us early on for assistance in sizing the equipment correctly and interest has been expressed in our evacuated tube solar collectors as an option. We developed this addition to our SOLARflo package and exhibited them for the first time at the M&E Event last year. The positive response convinced us to bring it to market as an alternative to the more conventional glazed flat plate collectors already offered.

Evacuated tubes can fulfil different specification requirements, in terms of optimising efficiency where surface area is limited and offering flexible installation possibilities. They are ideal for larger commercial water heating



applications as they have a high annual average thermal efficiency of around 83%, due to the vacuum which insulates the collector's absorber surface preventing heat loss via convection.

SOLARflo evacuated tubes are of the direct flow type, which allows the collectors to be positioned flat on a roof or vertically on a façade, offering increased installation possibilities in locations which may be unsuitable for flat plate collectors. In addition, the evacuated tubes may be rotated by

+/- 25°, optimising their position relative to due south in order to gain maximum advantage from solar irradiation.

Available in 20 or 30 tube options, SOLARflo evacuated tube collectors offer gross collector areas of 2.83m² and 4.25m², respectively. These supply heated water to single coil or twin coil unvented hot water cylinders, holding between 450 litres and 900 litres. Larger bespoke solutions are also available.

The SOLARflo package includes high quality evacuated tube or flat

plate collectors, single coil or twin coil duplex stainless steel cylinders, pump station, control unit and system expansion vessel. Single coil cylinders are used to provide water pre-heated by solar energy into pipe work supplying a direct fired storage water heater, like the Andrews MAXxflo. Twin coil cylinders, on the other hand, are designed for use with a commercial boiler installation, such as the Potterton Commercial Paramount two or Eurocondense two.



SOLAR HEATING

Baxi Group companies supply solar heating package for new Leonard Cheshire disability supported housing project

Andrews Water Heaters has supplied three SOLARflo water heating systems to provide domestic hot water for Agnes Court, a new residential service in Banbury comprising twenty residential rooms and three respite rooms. The service is provided by Leonard Cheshire Disability which operates both locally and worldwide to enable disabled people to live life in their own homes, as independently as they wish with appropriate levels of personal assistance and support. Space heating and supplementary water heating is provided by three Potterton Commercial 'Paramount two' high efficiency, wall-hung condensing boilers.

The charity is currently commencing a major reprovisioning project involving substantial capital investment and wherever feasible, the charity has a policy of using renewable energy in its properties. At Agnes Court, the mechanical services contract was let as a design and build project, using a generic site-specific brief provided by Roy Fairbairn. Roy is UK Building Services Engineer for Leonard Cheshire Disability's National Development Team who was also responsible for approval of the design and equipment proposed.

Commenting on this project, Roy Fairbairn remarked: "At Leonard Cheshire Disability we make it a policy to use renewable energy wherever possible; usually this is solar heating as it is so cost-effective to install and, in addition, it gives a visible indication of our commitment to sustainability. Despite not being responsible for specification of individual products I was more than happy with the design and build contractor's selection of Baxi Group products.

...we make it a policy to use renewable energy wherever possible...

I have used Potterton Commercial Paramount boilers for a number of years, both at Leonard Cheshire Disability and, prior to that, as a private contractor."

The SOLARflo equipment installed comprised twelve solar panels connected to three twin coil cylinders, together with associated equipment. Supplying the second heating coil in the cylinders are three Potterton Commercial

Paramount two wall-mounted condensing boilers. The glazed flat plate collectors are installed together on the pitched roof, facing due

South. However, the three cylinders and boilers are installed in three separate plant rooms in order to locate them closer to the draw-off points and avoid excessive pipework runs within the building. The major plant room contains one cylinder and boiler combination, together with a cold water booster set and this supplies the two

other wing plant rooms, with pipework routed externally to keep it out of the building and permit higher ceilings in the rooms.

The mechanical services design and build contractor was Ambivent Ltd. of Northampton. Andrews Water Heaters and Potterton Commercial are both Baxi Group companies.



HEATING SYSTEM MODELLING

New version of Size-It CD-Rom available now

Rebecca Johnson, Marketing Manager of Baxi Commercial Division, joined us 9 months ago and one of her priorities has been to instigate a programme to revitalise the entire spectrum of communications media.

This includes everything from combining the Andrews and Potterton telephone system so that common telephone numbers apply for Sales, Technical and Service across both brands, to restyling advertising, conventional literature electronic sizing programmes and the Baxi Commercial Division web

site with its links to both brands. In doing so she has been ensuring that apart from information being current, easy to understand and in an user friendly format, the presentation style is eye-catching and immediately recognisable as part of the Baxi Commercial Division family.

Rebecca says "I realised very early on the importance of the 'Size It' electronic sizing and the need for an updated version that would not only include the latest Andrews direct fired condensing products and SOLARflo collector options, but also would provide new models for mosques, churches, temples

and hair salons. I am therefore delighted that the latest improved and extended version is now available on CD ROM. To receive your free copy, please contact your local Area Sales Manager who will be pleased to bring it to you and demonstrate how it works."



BAXI COMMERCIAL TECHNICAL SERVICES

Special training

The Importance of Technical Support for LZC Technologies



Technical Director of Baxi Commercial Division is Yan Evans, who has worked in the energy industry for 15 years as well as in the H&V industry and has extensive experience of the UK combined heat and power market, now leads the development of renewable technologies across the brands. Yan has an Honours Degree in Electro-mechanical Engineering, is

a member of the Institute of Engineering & Technology, the Energy Institute and CIBSE. Yan is also very active within the Industrial & Commercial Energy Association (ICOM) in the UK, being involved with the Direct-Fired Water Heater Group, and the Commercial Boiler Technical Committee. He has recently been appointed Chair of its Commercial Heating Training & Competence Group, and now also represents ICOM on the Part L Committee newly formed by the Department of Communities and Local Government.

We recognise it is essential to back up our "one stop shop"

Baxi Commercial Training



Our Training Manager, Sean Reynolds, will tell you more about what the Training Academy has to offer.

Product line-up

Since the Baxi Commercial Heating Training Academy went 'live' towards the end of 2007 we have added new products into the practical area, including the new evacuated tube option for the Andrews SOLARflo solar thermal system and, most recently, the Potterton Commercial GaeaTherm ground source heat pump, being launched in May. A sample from all the current product ranges of both Andrews and Potterton Commercial is represented here, 17 of which are live – installed with flueing, hydraulic and electrical connections. Where products are complementary and can be incorporated as elements of a package boiler house, like the SOLARflo and the Andrews MAXflo, these are linked so their operation can be demonstrated to trainees.



Wide range of courses

As well as hands on product familiarisation for installation work, we offer commissioning procedures on both brands as well as fault finding and service requirements. We customise courses to the specific requirements of larger end user organisations, M&E contractors and merchants to run alongside the product training. These can cover, for instance, system design, setting up controls, flueing, etc.



Professional Qualifications Joint Initiatives

SANDWELL COLLEGE G3 COURSES

We also facilitate professional courses. One such example scheduled to start in June 2008, is a joint venture with Sandwell College, Unvented Hot Water (G3) courses at The Academy. We have installed equipment to their specification so they can be used for practical examinations. This is a two day course including an examination, on successful completion of which candidates will be awarded the CITB Approved Certificate.

Developing New Initiatives

Other training initiatives are being developed. The facilities at the Academy are being utilised by organisations, such as major merchant groups, the Prison Service and Local Authority establishments as a venue in which to conduct their own H&V training courses. We are also encouraging schools to send selected groups of students to the Academy and spend a day with our trainers. This gives us an opportunity to see the level of potential that may come through to the industry as well as giving them an opportunity for 'shop floor' work experience and to see for themselves what this type of work entails.

feature

commitment to customer's needs", says Yan, "with the provision of easily accessible technical support and training excellence. We believe we have one of the largest technical support teams in the industry. Within Baxi Commercial Division my remit includes overseeing the Technical Services team which comprises two Andrews field service engineers and one Potterton Commercial field service engineer all of whom are now office based providing technical support to Product Managers and the Technical Service Office team.

Training excellence can be found at our new Training

Academy, where all our energy efficient and LZC products are available for hands-on demonstration purposes and practical experience. We explain how they can be integrated into a system to optimise energy savings and

minimise carbon emissions using PowerPoint presentations and demonstrate how to correctly size the various elements to ensure the system will perform as required.



Academy



Dedicated Training Website

In the next few weeks we will be launching an easy to navigate 'stand alone' website for Baxi Commercial Heating Training so that you can access all the information you need directly to plan your training needs. Tabs on the menu bar, some with drop down options, guide you to an overview of the facilities we offer, all the courses are listed under the relevant category so that bespoke courses and CPD seminars are readily identified. There are tabs for Contacts, Image Gallery, Links and News that will bring you right up to date with new courses, initiatives and any other training activities.

www.commercialheatingtraining.com

You can also e-mail us with your training enquiries, commercial.training@baxigroup.com



In Theory

Practical training is supported by theory sessions in our state-of-the art air conditioned presentations room equipped with internet access and a plasma flat screen for PowerPoint presentations. This has also proved to be an ideal environment for CPD courses and several CIBSE recognised Andrews and Potterton Commercial seminars are held at The Academy.

We would not wish to keep this prestigious facility to ourselves – our investment in training is for the benefit of all our customers. So if you would like to enjoy the comfort and convenience of holding your own training day, CPD seminar or even a management brainstorming session off site, then do give us a call to discuss availability and rates. For all training requirements, contact **Sean Reynolds** on **0845 0701055**.

Training Courses

New Technology (Renewables: CHP, Ground Source, Solar Thermal)

New Legislation & Regulations (Part L)

Installation Guidelines (Best Practice)

General Product Overview (Potterton Commercial & Andrews Water Heaters)

Individual Product Ranges (Specific Appliances) Courses Tailored to Customers' Needs

Installing, Commissioning, Servicing Procedures

Associated Controls, Design & Interface

Wiring Schematics

Commercial System Design (Best Practice)

Flue Design Guidelines

Water Treatment – Including Different Types Of Systems

Oil Fired (EOGB, Riello, Dunphy, Nuway)

Water Bylaws (Sandwell College) ½ Day

Unvented System Course CITB Approved (Certificate on satisfactory completion) 2 Days

"Size-It" – Water Heater and Boiler Selection Procedure ½ Day

SALES FOCUS

New Sales Director for Andrews Water Heaters and Potterton Commercial

Gavin Watson has moved from Business Development and National Accounts Manager to Sales Director for Andrews Water Heaters and Potterton Commercial. He will provide the main link between Managing Director, Paul Hardy and the sales teams, and will report to him directly regarding all matters pertaining to sales activity.

Gavin now has overall responsibility for both field sales teams as well as the internal sales teams. He brings with him his experience and contacts forged whilst interfacing with consultants and specifiers of larger projects and



based key directors and, for the immediate future, will also continue as the main contact

with major merchant customers in his previous role.

Gavin explains, "Whilst responsibility for National Accounts at regional level has now been taken on by the respective National Sales Managers, I will continue my personal contact with customers' head office

for consultants and specifiers involved in major projects.

It is also intended that I will work more closely with the technical and service side of the business", says Gavin, "as this is where the new developments begin their life cycle. The new development programme is the life blood of this business, particularly where low and zero carbon products are concerned. The way I see it, the sooner everyone in the sales team has the opportunity to become involved with bringing them to the market, the better will be our customers' understanding of the options and benefits open to them".

New York – New Technologies?

Mike Branson, an Area Sales Manager for Andrews Water Heaters, has made LZC part of his personal development training programme. So that he could broaden his knowledge on the subject he attended this year's ASHRAE conference and exhibition in New York with other senior personnel from Baxi Commercial Division.

Mike had been involved in negotiations for the order that culminated in our supplying MAXXflo and the SOLARflo package to meet a demanding energy efficiency specification for Ashley Garden Care Centre in Maidstone, Kent (featured in the last issue of Hot Action).

This was one of our early projects involving renewable energy technology and having seen it brought to a satisfactory conclusion for the client and end user, Mike has maintained his interest and enthusiasm for exploring these options with customers whenever it seems appropriate.

Mike recounts, "Having seen such a massive change in the European building services industry in its approach to incorporating these technologies into system design, I wanted to compare this with what is happening in the States. I am glad to have had the opportunity to investigate first hand and was surprised to find that a nation I have come to associate with leading the way in many respects, doesn't regard the LZC issue as such a big deal. It seems to me that CIBSE are doing much more to promote energy efficiency in buildings and I am looking forward to doing more with our UK consultants".



Academy hosts CIBSE sixteen

Peter O'Brien, Area Sales Manager for Potterton Commercial, who covers the East Anglia region, took the initiative in involving Baxi Commercial Division as sponsors of the breakfast event that launched the newly formed CIBSE Young Engineers network, earlier this year.

"Since then a social event organised for the CIBSE Young Engineers, an evening river cruise on the Thames, was attended by 100 or more network members, key partners and key sponsors including Baxi Commercial Division", recalls Peter. "In conversation during the evening, I was asked by a number of individuals about the development of our product portfolio and in particular with regard to LZC technologies. Their interest and enthusiasm to know more, led me to suggest a visit to the new Baxi Commercial Training Academy at Erdington. As a result, sixteen CIBSE Young Engineers from the East Anglia Region recently attended the Academy for a day specially arranged by Andrews and Potterton Commercial training personnel.

The programme included an overview of the Potterton Commercial boiler range, Andrews direct fired storage water heaters and complementary LZC solutions including the SOLARflo solar thermal package, GaeaTherm, the new heat pump. A sizing demonstration included how to use 'Size It', the Andrews computerised sizing program valued by consultants as a system design tool, was followed by an in-depth CPD presentation on renewable technology solutions.

Transported by luxury coach, an evening meal was provided for the party on the return journey at a hostelry en route. We subsequently received very positive feedback from all who attended, with their thanks for "...the interesting and enjoyable presentations".



BEHIND THE SCENES

Andrews and Potterton Commercial in the Republic of Ireland

Driving Progress in Commercial Heating

● **As part of bringing together the back office technical and service support for both the Andrews Water Heaters and Potterton Commercial brands in the UK, a similar approach has been taken in the Republic of Ireland.**

Now Vincent Broderick, Sales Director, Potterton Myson Ireland Ltd, which is part of Baxi Group Ireland, has day to day responsibility not only for sales of Potterton Commercial as before, but now also for Andrews Water Heaters in the Republic of Ireland. These products will be added to the portfolios of three Area Sales

Managers in his team. Commenting on the new arrangement, Paul Clancy, Managing Director of Baxi Group Ireland, explains, "Given the strength of the market in the Republic of Ireland, the growth in sales of both brands, the introduction of LZC technologies and the move towards providing the "one-stop-shop" solutions for commercial boiler houses, this is the obvious way forward. We in Baxi Group Ireland are ideally placed to be the complete heating solutions provider and it will benefit our customers tremendously to have one point of contact for sales, technical, service and

commissioning as well as training. With brands like Baxi, Potterton, Valor, Wonderfire and Heatrea Sadia we have been providing heating solutions to our customers for many years. With the recent addition of Andrews Water Heaters and Potterton

Commercial we are now ideally placed to provide proven solutions to our commercial customers. We already have secured sales of products such as FASTflo, MAXXflo and CSC ranges and the reception in the market has been very encouraging. Our Area Sales Managers are excited by the new challenges that these two strong brands present and look forward to growing our presence in the Irish Market."

For all your sales enquiries please contact your local Area Sales Manager:

● **Tony Kelly – West/North West Coast**
Tel: 00353 86-8178328
tony.kelly@potterton-myson.ie

● **Richard Louth – East Coast Area**
Tel: 00353 86-2575241
richard.louth@potterton-myson.ie

● **Mike O Herlihy – South**
Tel: 00353 86-2593609
michael.oharlihy@potterton-myson.ie

Marathon achievement



● **Paddy Fletcher, Human Resources Manager, received warm congratulations from Paul Hardy, for completing the 2008 London Marathon and for achieving a most respectable finish time of 3 hours 53 minutes. "It was a really great experience, Paddy recalls. "The weather was great at the start, and though it deteriorated quite quickly the run went well. Most importantly, I raised sponsorship from two Baxi sites. The nominated charity for Erdington is The Birmingham Children's Hospital and the two charities nominated for Warwick were the Myton Trust and the Children's Ward at Warwick Hospital (funds to be split equally). The grand total of monies collected has been confirmed as £624 and I would like to thank everyone who sponsored me".**

Andrews sponsor team for industry golf competition

● Pictured is Kevin Potter of Andrews Water Heaters who is also captain of the team of 12 Andrews sponsored golfers from the East Midlands Region of the BTU Golf Society, who played in the 2006 National BTU competition, held in Ireland. Andrews also sponsored clothing for the BTU Yorkshire Region team that included another Andrews Water Heaters colleague and which took part in the same competition.

The BTU Golf Society is made up of golfers from Consultants, Contractors, Manufacturers and Suppliers within the HVAC industry and is the largest golf society of any industry in the UK



and Ireland. The National event is sponsored by leading equipment manufacturers and suppliers and Kevin has successfully qualified for team selection this year. Once again Andrews will be sponsoring the East Midlands team in the 2008 competition, to be held at the Vale of Glamorgan in June.

Jonathan Tedstone to Potterton Commercial

● **Jonathan Tedstone has joined Baxi Commercial Division as Product Manager for boilers under the Potterton Commercial brand. Jonathan has experience in the H&V industry and has undertaken previous roles in Customer Service and Product Management within the gas appliances sector.**

Jonathan will be responsible for

managing the interface between manufacturer and customer, ensuring that the products meet changing legislation and regulations, that the literature is correct and systems are in place for the smooth transition of products from factory through to installation. Jonathan will also be involved with the development and introduction of new products.

Commenting on his appointment,

Jonathan said, "I am delighted to be working for such a prestigious brand at the forefront of modern heating technology with such a large portfolio of energy efficient products. It is vital that we address the issues of the 21st century in terms of reducing carbon emissions and Baxi Commercial Division is working hard on the development of new products which will meet this challenge."



BEHIND THE SCENES

Spotlight on Technical Service

Many of you will have spoken to various members of our Technical Service Office team from time to time to book your service and commissioning requirements. So that you can get to know a little about the people who answer your calls and what they are able to do to help with your queries, we are putting the spotlight on **Tracy Hendry**, the Technical Service Office Manager.

Editor How long have you been in this job?

I initially came to work for Baxi Commercial Division last September as maternity cover for a colleague in sales order processing, having done a similar job for 10 years with Valor, until they moved from the site next door. I have two children and therefore wanted to continue working locally but did not want to leave the Baxi Group.

Editor I hear you were talent spotted?

Yes, Gary Stoddart, the Technical Services Manager, heard that my maternity cover contract was coming to an end at the same time as a person in the Technical Service Office was due to retire. When asked if I would be interested in taking the job on a trial basis, I jumped at the chance. This was right at the time when the back office operations for the two brands were being amalgamated and the Technical Service office team comprised just three people. To provide the new service to the standard required we had to grow the team and now we are six.

Editor So, what do all these people do?

Whatever the issue we are asked to help with, we will do our utmost to ensure a satisfactory conclusion is reached for the customer. The collective job of the team is to prioritise their work through answering calls as quickly and efficiently as possible, keeping waiting times to a minimum, dealing with the queries they can resolve themselves, which are the majority. This is a young dynamic team made up of individuals who have taken on board training and are equipped to

answer technical questions. They filter out all system problems and deal with them or they can provide an important link with technical services team. If it is a one hundred percent product issue, they can channel the call directly to the relevant product manager.

Editor What does that leave for you to do?

My role is to oversee the smooth running of the office and to support my colleagues, answering the phone and getting to the bones of any problems. I run a monthly meeting to discuss any issues that need to be fed back to the service teams. We have instigated a "Wall Board" showing customer call status so we know the number of calls in the queue, how many have been answered, how many agents are logged into the phones and how long a caller has been waiting. This alerts me to any handling problems as they arise and also lets the team see how well they are doing. The longest waiting time is now down to around 1 minute 30 seconds and our percentage of calls missed is just 2%. I also ensure that the booking system for service calls and commissioning is operating effectively. A new diary system has been put in place for this which uses a web portal information system.

Editor The diary sounds as if it is a major tool in the box?

It certainly is. Whereas this information used to be faxed or e-mailed, this new system allows service agents remote access so they can log on through a secure link to view their own jobs that are booked for the next day and what parts are needed. The system has just recently been expanded so the

service agents can feed back via the same web portal any findings from that commissioning, so it can be acted upon immediately. There is no longer any need to wait for commissioning or service reports to come back in the post. Imagine the difference this has made to our response time! We can see that day, via the web portal, the parts that are needed and can place an order immediately on Interpart, which is part of the Baxi Group, for delivery to site next day by courier, provided the part is available. And this is another example of how customers benefit from the amalgamated back office support. We quickly learned that Andrews' customers often look for parts replacement the next day so we have brought the Potterton Commercial service time up to this standard.

Editor How do you see the work of the department developing in the future?

The increase in sales across both brands is reflected in our work



and we are experiencing a steady increase in paid commissioning work, especially on the Andrews side, so I expect the team to grow.

Editor How does it feel to be the voice of Baxi Commercial?

Someone has told you that I recorded the responses and options for the new centralised telephone answering service. I was very pleased to be asked to do it. And the system is important to our department because it filters calls through to the right place.

Editor How do you relieve the stress?

Ours is a very friendly environment to work in but, like any busy office, it can get pressurised at times, so every so often we all meet up locally in the evening and let off steam.



POTTERTON
COMMERCIAL

Email: potterton.commercial@baxigroup.com
www.pottertoncommercial.co.uk

ANDREWS
WATER HEATERS

Email: andrews@baxigroup.com
www.andrewswaterheaters.co.uk

Wood Lane, Erdington, Birmingham B24 9QP

Tel: 0845 070 1055 • Fax: 0845 070 1059 • Sales: 0845 070 1056 • Technical: 0845 070 1057 • Service: 0845 070 1058