

## Canadian Pizza (UK)

- ***Customer complaints at one site decreased by over 85% in one year***
- ***Waste decreased from 5% to 2-3%***
- ***More emphasis and focus on training***
- ***Every customer is an 'A' customer***

### The Company

Canadian Pizza (UK) has 3 manufacturing sites and 1 distribution site in England, and employs ca.400 people. Its core business is the manufacture of chilled and frozen pizza bases and toppings for the retail industry, with its main customers being Asda, Morrison and Tesco. Its pizza bases are also supplied to other pizza manufacturing companies.

Canadian Pizza (UK) obtained ISO 9000 registration in July 2000.

### The Issues

A number of drivers were responsible for the company seeking ISO 9000 registration

- Customer driven
- A new senior management team with a quality system background
- The need to introduce a systems oriented culture to support the other standards that Canadian Pizza (UK) already had as a food manufacturer.

### The Benefits

As a result of obtaining ISO 9000 registration, Canadian Pizza (UK)'s end product quality has increased. In the first quarter of 1999/2000 financial year there were 128 customer complaints at the Salford site – this had reduced to 19 by the same quarter a year later, a decrease of over 85%.

Before ISO 9000 registration, customers were graded as 'A', 'B' or 'C' – now every customer is an 'A' customer and receives the same high quality product and service.

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

There is more emphasis and focus on training, e.g, when a new piece of equipment is installed, work instructions are written and training sessions held.

Line efficiency in the plants has increased, the number of defects has decreased, and waste has decreased from 5% to 2-3%.

On one site, for 6,000,000 units supplied to customers, there was not a single quality-related complaint about the product.

### BSI's Role

BSI was chosen as the registering body because the Quality Systems Co-ordinator at Canadian Pizza (UK) at the time had previously worked with BSI and recommended them based on past experience.

BSI facilitated discussions at Canadian Pizza (UK) enabling the company to recognise what needed to be done for ISO 9000 registration, and providing feedback on areas for improvement. Despite a change of BSI Client Manager 2 weeks before the assessment date, he quickly came up to speed and was very helpful and supportive.

Since registration, there has been a continuing assessment audit in February 2001, with BSI supporting Canadian Pizza (UK) in identifying what it needs to do to restructure its procedures in line with the new ISO 9000:2000 standard. Aspects of new product development, currently not covered by the registration, were discussed, and BSI has recommended a course for the Quality Managers to attend on the new standard.

In addition, BSI has conducted assessments against a food safety standard - the British Retail Consortium - that Canadian Pizza (UK) has, to both help familiarise BSI with the standard and provide additional support for Canadian Pizza (UK).

### About the System

Canadian Pizza (UK)'s quality management system comprises 18 hard copies distributed amongst the sites, containing site procedures, and supplemented by local site-specific work instructions. It contains some colour photographs to indicate standards of the product after being in the oven. It is hoped to soon go to an electronic version for ease of updating and control.