

CASE STUDY ISO 9001

Accreditation consultancy

When designing the business we wanted to ensure that our ideas and thoughts were what clients really wanted - we didn't want to revolutionise but evolutionise. We want to undertake incremental changes to utilise the technology that is already there to make our client's lives better. The customer is central. A lot of companies are chasing technology but not focusing on what their clients want. For us it is vital not to lose sight of the value we add as people. - Clayton Earney, Operations Director, Drone Evolution (Clayton is on the right)



Drone Evolution gets certified for success

Drone Evolution is a company which focuses on drone related products and services, split into three main areas of operation:

1. Providing outsourced drone services which obtains data from an aerial perspective according to a client brief (e.g. standard images, thermal images, moving images, etc to companies who develop/maintain structures).
2. Providing consultancy support to companies who want to use their own drones. This is tailored to the needs of an individual client and is usually connected with helping organisations to build their own in-house functionality. It helps with the legal aspects of drone operations along with processes considerations, advice on the best hardware and software to use, etc. Drone Evolution will also work with training providers to deliver specific drone training where required.

3. Developing a tethered drone product for use particularly for military and counter-terrorism applications, which allows persistent ongoing aerial monitoring from a fixed position.

The Company wanted to adopt a quality management system aimed at continually improving its performance in and reducing the negative impacts of its own activities and operations.

They brought in The Ideas Distillery to help them embed quality principles throughout the organisation and obtain ISO 9001:2015 accreditation as soon as possible.

We started by looking at the context issues of the Company as required by the standard. The main regulations of commercial drone operations are contained in the Air Navigation Order 2016 (ANO 2016) where the Civil Aviation Authority issues Permission for Commercial Operations (PCO), which involves having an Operations Manual.

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Clayton Earney, Operations Director, has responsibility for reporting to the other Directors on the performance of the management system, ensuring the processes deliver their intended outputs, planning and implementing changes aimed at achieving agreed targets, arranging audits and reviewing with the directors the company's quality performance.



We used this Manual as a basis for breaking down the Company's operating procedures:

- ✓ Job enquiry and contract review process.
- ✓ Job planning process.
- ✓ Job execution process.
- ✓ Job completion process.

The Company determined the processes needed for this QMS and high level Process Maps were developed which showed the inputs and outputs, the sequence and interaction, control criteria, resources required, responsibility and authority.

Risks and opportunities were determined, and ways of monitoring and review of the processes were designed to encourage their improvement.

Drone Evolution quickly implemented the ISO 9001 standard within their Quality Management System (QMS) to serve as both a standard and a measure of activities to be accomplished.

Operations Director, Clayton Earney, said: "Developing the QMS early, as a rapidly growing service organisation, has been helpful in identifying key management indicators and in identifying and reducing risk as the company takes on more complex tasks.

"We have used ISO 9001 to review Human Resources issues, including our recruiting, interviewing, and staffing process. We have also used the QMS tenets to focus on our proposal response and subcontracting processes, resulting in the ability to identify, manage, and accomplish key deliverables with greater efficiency and effectiveness.

"We are now more focused on measurable performance, consistent outcomes, and client feedback," he said.

ISO 9001 has also impacted Drone Evolution's strategy toward revenue growth. The standard has helped the company to better define their corporate vision, and manage the QMS so its processes are proportionate to the company's size.

They use the QMS in daily operations, and hold valuable management meetings to evaluate quality performance. "This assists our company to demonstrate its value to our customers," said Clayton. "When we discuss quality with our customers, they know that we have the key elements of risk addressed for us and for them."