



ProMove



VALIDATED BY



DataScan

Date of certification: 28-02-2017

Presentation of the organisation

Official name of the organisation:	PROMOVE
Registered office:	Weg naar Zwartberg 23/1 3530 Houthalen-Helchteren - Belgium
Contact address:	Weg naar Zwartberg 23/1 3530 Houthalen-Helchteren - Belgium
Telephone:	089 23 40 41
Email address:	info@promove.be
Web site:	www.promove.be
Start year of audited activities:	1997
Current legal form:	bvba - 1997
Name of director, position:	Mr. Chris Vanhee - business manager
Contact person, position:	Mrs. Annelien Nys - project manager
Audit date:	22-02-2017
Audit responsible:	Chris Vanhee
Recognised by:	Departement Mobiliteit & Openbare Werken
Company number:	BTW BE 0461.685.257
Place(s) of business:	3530 Houthalen-Helchteren - Belgium 3550 Heusden-Zolder - Belgium

General presentation

ProMove offers driving skills training in open and in-company programs. The purpose of each training is to convey a defensive, anticipating and ecological driving style. ProMove's training courses aim to improve road safety and to help reduce the harmful consequences of traffic for the environment and for society as a whole. The training is meant for private persons, companies and public services. Although each training comprises a small part of theory, the main focus lies on practice. ProMove has two fixed training sites: the Zolder Circuit and Yoez Andenne. Furthermore the company has a mobile infrastructure allowing for training to take place in the entire country.

Activities

- Learning: theoretical and practical driving skills training courses

Assets of the organization

Since merely learning, listening and a small amount of practicing are insufficient, each ProMove training is based on the triangle of education, participation and animation. The driving instructors regularly follow additional training themselves and have the necessary experience and didactic skills to convey the driving techniques. ProMove also carries out customized projects. The organization uses unique driving skills sites where various weather conditions can be simulated. Furthermore it uses a mobile infrastructure so as to be able to organize training courses in the entire country.

History and structure

ProMove was created in 1997 by Chris Vanhee. It is a training centre specialized in driving skills training. The organization has the legal status of a private limited liability company. As from the start, ProMove opted for innovative ways to organize driving skills training by using a mobile infrastructure. This makes it possible to organize the same training at different locations in the country. In 2010 the organization started to use the driving skills site Yoez Andenne. In November 2015 it opened a new driving skills centre at paddock zone 6 of the Zolder Circuit.

The manager, Chris Vanhee, takes care of the development of the activities and - together with the project manager - the commercial contacts. The latter is also responsible for the practical organization of the training courses. At the end of 2015 and the beginning of 2016 two new staff members were engaged: one chief instructor and one management assistant, who both closely cooperate with the project manager and support the operational organization. The training courses themselves are given by a pool of some twenty freelance instructors. All instructors follow an internal training at ProMove and apply continuous learning in order to update their knowledge of the latest road traffic legislation and the latest active or passive safety systems in cars.

Future developments

ProMove keeps responding to the growing demand for driving skills training, taking into account new technological evolutions. To address this efficiently, the organization wishes to develop its pool of instructors and its fleet of vehicles and to optimize its logistics management. In the past years the organization has invested in a number of online tools, such as a new website, a new registration and assessment system and a new CRM system. In the years to come, those tools will be further optimized and integrated in ProMove's operations. ProMove also intends to enhance its brand awareness by using social media channels and actively distributing newsletters. The organization also plans to develop its training courses by extending its offer to motorcyclists. In the upcoming time the organization will also kick off the qualification procedure in the context of the European Road Safety Charter in order to obtain the good practice label.

Omvang van de activiteiten

Fields	Type of services	Hours
Driving skills	Open courses	378
	in-company courses	899

Client base

Number of different clients

2016:	XL (301 - 800)
2015:	XL (301 - 800)
2014:	XL (301 - 800)

Language

expressed in: number of days or hours

French:	19 %
Dutch:	81 %

Type of clients

expressed in: turnover

Direct final clients:	100 %
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Profile of persons

expressed in: turnover

SME business managers:	94 %
Others:	6 %

Comments

The organization's figures do not make a distinction based on the function of the people working for the organization. '94% manager' is to be interpreted as the person who takes the final decision about purchasing a training. 'Other' refers to private persons who decide to take a training course.

Activity sector

expressed in: number of clients

Industry:	19 %
Construction:	3 %
Transport:	1 %
Sales and distribution:	19 %
Finance:	6 %
Other services:	29 %
Public authorities:	8 %
Non-profit:	10 %
Others:	5 %

Size of businesses/bodies

expressed in: number of clients

50 or more but less than 250 employees:	23 %
250 employees or more:	37 %
fewer than 50 employees:	40 %

Recent references mentioned by the organisation:

Renault België-Luxemburg - Bridgestone Belux - Belfius Bank - AbbVie - Ziekenhuis Oost-Limburg -

Evobus - Friesland Campina - Brussels Airport - Danone - Lotus Bakeries

Human resources

Summary table of staff members

	Permanent staff members		Regular and occasional staff members		Total
	#	fte	#	fte	fte
Consultants	2	1,00	22	2,08	3,08
Non-Consultants	2	2,50	0	0,00	2,50

Legend: #: number of different individuals; FTE: number of full time equivalent

Stability of the team of permanent consultants

Average seniority of consultants (in years):	0,00
Number of consultants who have left over the last 12 months:	0
Number of consultants recruited over the last 12 months:	1

Overview of consultants' learning and professional background

The instructors are selected on the basis of certain qualities and skills. They have the necessary didactic skills to teach driving techniques to drivers and they are perfectly aware of the traffic code. A ProMove instructor typically has a better-than-average driving technique, is preferably bilingual, has a neat appearance and is a teamplayer. Professional experience is appreciated. Each instructor follows an internal training at ProMove.

Internal quality monitoring

The organization strongly relies on a good, high-level training of its instructors. Each of them takes, at regular times, refreshment sessions and additional training in theoretical as well as practical knowledge and skills. Freelance instructors meet three times per year to stay informed of internal decisions and improvement points. Each of them receives a vade-mecum about ProMove, which contains a list of practical and operational guidelines. ProMove finds it very important to offer a user friendly registration system for its open training courses. This is indeed often the customer's first commercial contact with the organization. Obtaining essential information at this stage of the process is very important to adjust the training as closely as possible to the participant's profile and to optimize the organization of the training and the communication that goes with it. From the start until the end of the training ProMove entertains a relation of hospitality towards its customers. Hence, hospitality is one of the core values underlying the organization's activities, as is the use of high-level infrastructure, new cars and well-kept didactic material. During and after the training the participants receive oral and written feedback about the points they have been working on. After each training, the chief instructor fills in a report online with his findings. This allows the organization to react rapidly and to readjust where necessary. Each participant gets the possibility to fill in a satisfaction survey online. The results are regularly discussed at the monthly meetings, alongside a number of strategic topics that are systematically dealt with. The project manager, the chief instructor and the management assistant also meet every week to discuss and follow up the necessary operational issues.

Qfor ClientScan

Audit scope

The audit relates to the following services:

- Learning: theoretical and practical driving skills training courses

During the Qfor audit, the auditor also validated ProMove's information in the FoodScan module as required by IPV, training consultant for the food industry.

Learning

This summary is based on the answers of a sample survey selected by the auditor out of a complete list of clients for the period of 01-01-2016 to 31-12-2016.

During the audit visit, the auditor has verified by random sampling the completeness of the client list on which the client survey is based.

Number of clients selected and questioned by the auditor: 10.

Client satisfaction survey period: from 01-02-2017 to 06-02-2017 inclusive.

From contacts with clients it emerges that clients are satisfied to very satisfied with the organisation and services that it provides.

The organisation and its learning activities meet the Qfor ClientScan standard.

Results

Scores	n/a	1	2	3	4	5	6	7	Averages
General impression	-	-	-	-	-	2	7	1	5,90/7
Preperation	-	-	-	-	1	4	5	-	5,40/7
Implementation	-	-	-	-	-	3	5	2	5,90/7
Project management	-	-	-	-	-	7	3	-	5,30/7
Tools & reporting	-	-	-	-	2	7	1	-	4,90/7
Trainers / consultants	-	-	-	-	-	3	6	1	5,80/7
Project monitoring	-	-	-	-	1	7	2	-	5,10/7
Organisation contact	-	-	-	-	-	6	4	-	5,40/7
Logistics & administration	-	-	-	-	-	7	3	-	5,30/7
Quality-price	-	-	-	-	-	5	5	-	5,50/7

Legend

Observations have revealed that for this point the organization is:

- very weak
- weak
- nor good, nor bad
- good given a few remarks
- good without remarks or very good with remarks
- very good without remarks or enthusiast with remarks
- so good, that it is beyond the expectations
- non applicable

Global satisfaction: 79%

Weighted average that expresses the global satisfaction

Level of homogeneity: 92%

Level of cohesion of the results of the individual customers with the global satisfaction

Qfor Score: 83%

Revised score based on measurement type, calibration and type of service

Summary:

Customers find their way to the organization because they have been referred to it or because they have received a voucher when buying a car or because they have been given a voucher by friends or family or because they have found it by using Google search. Some customers have been working with the organization for years, whereas for others it was a first-time experience. Those who participated in open training sessions indicate that they registered on ProMove's website and rapidly received a confirmation of their inscription. The information they found on the website is exhaustive and clear. The customers who worked with ProMove in the context of a customized training, state that a customized proposal and offer were obtained by phone or by e-mail or as a result of a number of oral conversations.

The training courses include a combination of theory and practice, with a clear focus on practical application. Theory and practice are both integrated in the exercises. First, the instructor shows the driving technique and explains. Then the participants get the possibility to practice in group and individually. A number of respondents appreciate the fact that before the start of the training a video is shown explaining the possible consequences of an unsafe driving style. The training sessions meet the expectations of all participants.

The practical organization is flawless. Scheduling dates, living up to previously fixed dates and times, group size and training duration all receive positive scores. The practical preparation of customized training courses meets the approval of every surveyed customer.

Some customers mention that a video is shown at the beginning of the training explaining the importance of the training and demonstrating the possible consequences of an unsafe driving style. Some people felt strongly impacted by the video. The practical part of the training takes place on one of ProMove's practice locations, where new and well equipped cars are being used. One customer declares that the cars were slightly too small to be comfortably installed when being more than one in the car. Each participant gets oral feedback from the instructor with regard to his or her strengths and possible weaknesses. This feedback is also delivered in a written form. Most surveyed customers declare that they received a small manual at the end of the training session.

The instructors are perceived as being capable, experienced and able to explain everything in a calm and clear manner. They are perceived as sympathetic and professional in their way of being with each participant and/or customer.

A number of surveyed participants declare that they were asked to fill in an online evaluation form at the end of the day. Others indicate that there was no formal assessment. Some of them deemed a formal assessment unnecessary because they had an open communication style with the organization or because they had an oral feedback discussion at the end of the day. Most surveyed customers declare to have received a participation certificate after the training.

The contacts with ProMove are smooth and agreeable. The organization reacts rather rapidly to mail or phone calls. Some of the surveyed customers say that they found the contact persons to be agreeable and professional. The welcome at the beginning of the training day is equally appreciated.

The administration and invoicing are generally perceived as fluent. The infrastructure location is positively assessed from the point of view of accessibility, suitability for this type of training, and parking space. Drinks and small snacks are provided throughout the training.

Everybody is satisfied with the price-quality ratio or the balance between time invested and result obtained. The price or time invested is in line with the quality and professionalism offered by the organization.

ProMove leaves a good to very good impression to its customers. The following assets have been mentioned: the infrastructure that is being used, the instructors' experience and know-how, the customer-centered approach and the fact that the instructors as well as the permanent staff are nice people to work with. The combination of learning and having fun is also mentioned as an asset. Possible suggestions for improvement would be to do more promotion among young people, to get more variety in the catering part and to build a shelter on the circuit to protect the participants from the weather. All surveyed persons would recommend the organization to others and some have already done so.

The organization has obtained the Qfor quality label for the fifth time.

General

Qfor Certification

On the basis of controls conducted by the auditor, the Certification Commission has decided that the audited organisation and its activities meet the Qfor ClientScan standard.

Date of certification: 28-02-2017

Validity period: from 28-02-2017 to 28-02-2020.

Visit to the organisation

During the audit visit, the auditor has validated by random sampling the information that is written in this audit report.

The validity period is the maximum duration of validity.

Auditor
Sonja Truyen