

February 20th 2012



Winner of touch fm Pride Of Stratford Customer Care Award 2012

For those of you that don't already know it is with great pleasure that I can announce that Black Cat Motor Company have been awarded the Touch FM Pride Of Stratford Award for Customer Care 2012.

I can't let such an achievement go without a lot of recognition to a lot of people.

First and foremost I can't thank you enough for your votes, kind words about us, letters of praise to the judging panel and, of course, for being such supporting, friendly and wonderful customers as well as the supporting businesses who work alongside us. We may put the work in, but you are the most important people our business has and on behalf of everyone here, I can't say thank you enough for your way of saying to us, "Thank You!"

From our creation in Stratford On Avon in April 2008 I set out to make sure that every customer got treated as if I were standing in their shoes. I made sure each and every car got treated with the same pride and care no matter what the repair, no matter what the value of the car. It's also been a very personal and emotional journey for me since then. Your backing makes everything I've done – even the times it hasn't gone to plan – more than worthwhile. I know that each and every member of staff shares that philosophy, and will continue to improve on our now award winning service.

As those of you who know me, I'm not impressed by and nor do I chase after money or margins - I am a true believer in great workmanship, a friendly atmosphere and above all the customer getting as much satisfaction of paying for a job well done as much as it feels for an employee to have done the job well and take pride in their work. If there's a secret to Black Cat Motors, it's as simple as that. I truly believe this is the foundation on which any great business is made. Our profits to date may not be in the millions, but even if they were they could not buy a fraction of the pride, peace of mind and sense of enormous achievement I felt amongst my staff on Friday night. After official events had concluded, we spent hours chatting about the story so far and how each and every person felt part of a great place to work. Black Cat Motors personality was clear for all to see; integrity, warmth and outstanding commitment to doing all that can be done with an unbreakable staff enthusiasm.

That emotion was seconded on Friday night when Stratford's Citizen of The Year – 90 year old Gwen Smith - summed up her success so far, "Do what you can, while you can!" As she collected her award she received a standing ovation for her words, her continued work for charity in the area and above all, for doing what she does best – caring about those around her. I'd like to think Black Cat Motors will take her words wisely and improve on this already worthy level of customer service. But there is always room for improvement, and 2012 will see us focus our efforts into doing just that so we can better serve the motorists of Warwickshire.

Clearly, we don't do this alone. I'd like to make particular mention those who work alongside our great company with their own great companies;

Leamoco for consistently supplying quality parts on time, at great value and above all with friendly and helpful staff at all levels who make their business what it is. A close team who work relentlessly to ensure correct parts, speedy delivery and above all have become a friend of our business.

To the local RAC patrols who regularly call on us when the roadside environment means they can't exercise their highly skilled repair potential but trust their member's cars to us. For passing through on a daily basis – day and night, whatever the hour - with a smile and a joke, as well as plenty of technical tips and shared knowledge. Fourteen regular patrols who in themselves give The RAC a fantastic reputation for customer service, a caring approach no matter what they face and above all for encouraging us to be our best. And to the three RAC members who've actually cried tears of joy and thanks when we got them back on the road – to funerals, airports and just simply got them home...you know who you are!

For Karen Ellis at RAC headquarters, who has always looked fondly on us and given us anything we've needed, been understanding of our business and above all been a very kind person where Black Cat have been involved in any sort of capacity with The RAC.

To Nationwide Crash Repair Centres for involving us in their recovery work, consistently supplying detailed job information which makes our life on the road so much easier and above all trusting us as the only face of their business their own customers may ever see.

To the friendly staff at The Autoaid Control Centre in Brentwood, Essex who day and night give us support, information and understanding to the numerous breakdowns and accidents we have attended for their members. Not once have they failed to pass on full and relevant information and in such a friendly way. They always ask how we are, as well as how their customers are.

To Jonathan Smith and The Stratford Business Forum, who's efforts and personal endeavour to bring the businesses of Warwickshire together and his tireless promotion of small businesses trying to make it such as ourselves. He has spread our name in a very positive way and grown our retail customer base immensely. And to his very supporting wife Cathy who I know does a lot of unseen work in the background to support Jonathon. Councils, local MPs and The Government can't match between them what Jonathon and Cathy have achieved for Warwickshire's local businesses.

I sincerely believe that the customers, employees and support businesses involved with Black Cat Motor Company will continue to excel year after year because no matter what is around us we have worked together to prove that great people work great together. I know that we can all continue to work together and be a part of each other's success today and tomorrow.

I sincerely thank each and every one of you once again for recognising us, and look forward to doing all we can for you in the future. And doing it even better!

Kindest Regards John

John McGaughey, Managing Director