



case study

France's leading holiday park group, siblu has been providing holidays for over 30 years.

In 2007 some 200,000 people stayed at one of the 12 siblu holiday parks in France or at one of the further 12 hand-picked siblu selection parcs in France, Spain and Italy.

Responsibility for the daily management of siblu in France falls to Chief Operating Officer Ian Smith. Health & safety plays an important role in the successful operation of the company and in ensuring that siblu retains its impressive customer satisfaction rating. Siblu, the new name for Haven Europe, was once part of the Rank Group, which had an in-house system for monitoring health & safety checks. Having previously enjoyed the benefits of a computer-based system, Ian recognised the need to find a similar system and investigated the market.

PRIME was the natural choice, as Ian explains, "We found that when we outlined our requirements, the system already had it. Initially we adopted the modules for monitoring checks, maintaining policies and procedures, and accident and incidents. We have since added a customer service function and have **adapted the system to meet our needs.**"

The comprehensive nature of the PRIME system stems jointly from **PRIME's in-depth understanding of health & safety issues and a pragmatic approach to systems technology.** This has enabled siblu to extend the system's use beyond health & safety. "The system we now have is a dedicated resource. It's part of our management system that is used on a daily basis," says Ian. "It provides ongoing reminders of what to do and **it never forgets!** Even if an action is required three years down the line, the action pops up. **It's extremely reliable.**"

"I have to have confidence that our customers and teams are protected. PRIME is a core factor in giving me that confidence. It really is a very good product and is backed up by an impressively knowledgeable team"

Ian Smith, Chief Operating Officer, siblu

PRIME delivers confidence and control across siblu's holiday parcs



Complementing the merits of the system itself is the additional benefit of its flexibility. Because siblu's operations are subject to French legislation, aspects of the system needed to be adapted. As Ian Smith says, "This requires not only that the system is flexible, but that the company supplying it is too. Fortunately, **PRIME has the right mix of technical expertise and specialist knowledge** to ensure that the system fully meets our needs, which includes providing a **bi-lingual version** and taking into account different legal requirements."

Siblu has found that not only can PRIME be adapted to meet these differences, but the bodies providing the operating licences have been hugely impressed with the comprehensiveness and simplicity of siblu's approach. "This serves to improve our credibility with them," explains Ian. "The people at PRIME are extremely easy to work with. **They listen well and produce what they say they will. It helps having people of their calibre and knowledge on-side.** It makes health & safety palatable."

The pragmatic technical approach taken by PRIME enables the system to be consistently updated across all the parcs quickly and seamlessly, without disrupting day-to-day business. "You get the impression that **providing confidence in health & safety is PRIME's passion**, and that the software is the means to deliver this in the most **straightforward, painless** way."

Added to this is the valuable management reporting function associated with the system. "This gives us the true picture of what is happening at the parcs," says Ian. "We log a lot of the

small detail and can use those to indicate hotspots for accidents and other trends. **We base our capital expenditure decisions on real facts.**"

Of course, in any operation involving people, accidents do happen. PRIME ensures that the necessary checks to maintain an acceptable level of risk are recorded and indicates exceptions such as checks not performed or unresolved defects. These can be escalated up the management chain to an agreed timeframe and level, ensuring the right people are informed.

As Ian says, this helps the company with its customer satisfaction and claims records. **"There are no secrets and no surprises"** he says. "We record all the detail, so if people come to us, even a year or two later, we still have the information to hand". He continues, "It's all about balancing risk with enabling people to have the freedom to enjoy their holiday. PRIME enables us to do this because nothing is overlooked". As a result, Ian says, **"I can sleep at night!"**



Unit 3 Power House, Higham Mead
Chesham, Buckinghamshire
HP5 2AH United Kingdom

T 01494 778877

F 01494 786468

E info@prime-systems.net

www.prime-systems.net