



BAE Systems and Deb working together

Reducing the risk of occupational skin disease and increasing hand hygiene compliance

Achieving Service Excellence

Supporting service excellence in skincare management is the constant aim of the Deb Group, but when one of our customers alluded to having achieved it, we thought we would ask them to share their journey and the benefits achieved.

Jon Coneybeare is SHE Manager at BAE Systems, a multi-national defence company based in the UK and **we have asked Jon to share his un-edited story.**

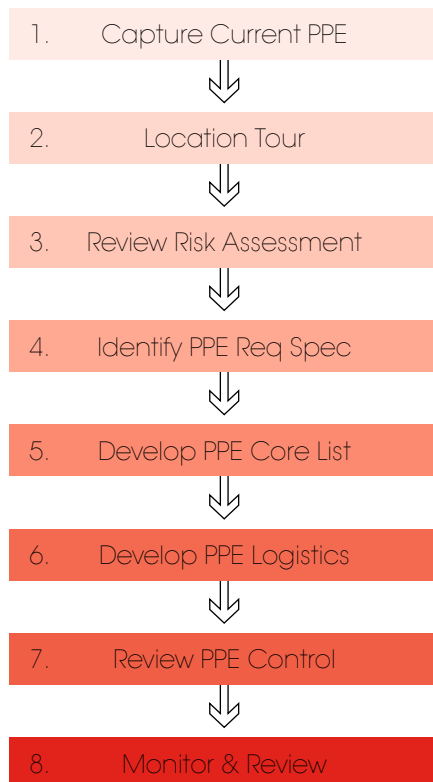


About the Author

Jon Coneybeare MA, BSc (Hons), AIEEMA, MIIRSM, CFIOSH
SHE Manager - BAE Systems

Jon is a highly respected and chartered safety, health & environment manager with 32 years in the aviation industry. Jon has spent the last 23 years in SHE management implementing cultural change and risk management systems to control all aspects of risk. Over the last 10 years, Jon has overseen a corporate activity to ensure the management of PPE reflects 'best practice'.

Exemplar PPE Process



Service Excellence

"From experience, service excellence is an overused word that not enough people understand. Too many people judge service excellence based on output of a service such as how nice the food is if we go for out for a meal. But if we had to wait an hour between each course or we were overcharged then the experience would be tainted. For me, true service excellence is combination of *Output v Experience*. It's not just about the quality of the food but the total experience from booking a table to walking out of the restaurant door at the end of the evening."

"If we equate this concept to skincare management, for me, the output of the quality skincare system manufacturers is similar but the experience differs hugely."

Exemplar

"Following the signing of a new PPE contract with a major distributor, we embarked on a major review of all our PPE. This was an 8 step process called 'exemplar' with the aim of achieving service excellence. The need for our exemplar PPE project was created because some of our safety professionals, including myself, have a focus at controlling hazards at source (elimination, substitution etc.) but this can mean that attention to PPE can often get compromised."

Recognising the *Problem*

"Following our exemplar model, a review of skincare management gave us some home truths. We naively thought that using good branded skincare products would ensure a good process. Although some sites were better than others (where occupational health / hygiene managed the process) most sites identified significant improvement opportunities. Although the output of our skincare management was OK, the experience was poor."



"Follow Ronseal's example, all a dispenser needs to say is what it does"

The *Experience*

"Washing your hands on a BAE site could often be a lottery. Many of our employees will smile as they recollect stories of washing their hands in moisturiser before realising and then using a cleanser. It was also common for visitors to use the wrong cleanser as they often had fancy brand names with no reflection of what they did. I could go on but prefer to share the way forward!"

**THINK
SAFETY
FIRST**

Allan Fewster, Deb Account Manager for BAE Systems, receiving BAE's prestigious 'Think Safety First' award for service excellence



The *Solution*

The solution is simple. Keep it simple!

"Engage with a vendor that can offer a solution capable of delivering service excellence. Satisfy yourself that they are both capable and resourced to achieve it. Not all skincare companies will support small sites and very few are resourced to proactively undertake auditing and training without being asked."



"Great leaders are almost always great simplifiers, they can cut through argument, debate, and doubt to offer a solution everybody can understand"

General Colin Powell
65th US Secretary of State

"A business engagement matrix and action plans owned by the vendor ensure for a smooth transition process"

Top Tips!



“Skin Safety Centres are a great option in some businesses and have been very popular.

Personally, I prefer protection cream out in the workplace, cleansers above sinks and reconditioning creams next to the hand dryer”

- “Start with a risk assessment, a good vendor will match the product to your needs.
- Ensure the dispensers are named to clearly state what they do, not everybody will remember the training.
- Put the skin pre-work cream in the workplace and apply to clean, dry hands. Not everybody goes to the washroom before they start work.
- Put a foam soap in the first dispenser in the washroom. That sink will get used the most and most people do not need heavy duty cleansers. It reduces the risk of dermatitis from using an over harsh cleanser and will save you money.
- Put skin re-conditioning creams next to where you dry your hands, sounds obvious but rocket science to some vendors.
- Train your employees and stakeholders. Staff only use protection creams when they have been educated in their benefits.
- Get the vendor to audit regularly. The workplace is a dynamic environment and changes constantly.”

Bespoke Literature

To support training and encourage compliance, Deb has produced a suite of bespoke materials for BAE.



GrittyFOAM

- Preferred by 9/10 users
- Provides up to 45% more hand washes per litre
- Environmentally friendly

New Innovations

- As part of the Deb commitment to continuous improvement, BAE Systems use the Deb Global Range, allowing consistency in skincare provision at international sites.
- BAE is now installing Deb GrittyFOAM, the latest innovation from Deb: the world’s first heavy duty FOAM hand cleanser.



www.debgroup.com