

**Award category entered** (tick one)

Young Merchant Achiever ☐

Young Supplier Achiever ☒

**Nominee name:** Emma Kirkland

**Age** (must be under 35): 27

**Job title:** Customer Service Manager

**Tel:** 01283 200 158

**Email:** emma.kirkland@keyliteuk.com



Emma Kirkland

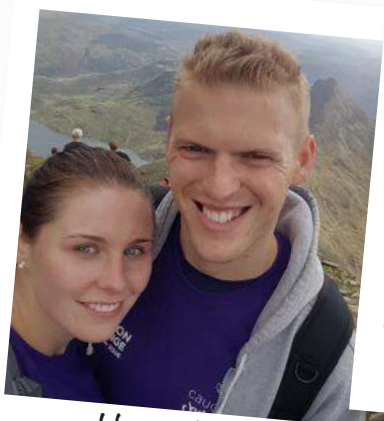
**Why is the nominee such a good candidate for this award?**

Emma is always positive, enthusiastic and open to new ideas. Keylite is a relentlessly innovative company and she is an integral part of that, always embracing reinvention and new technology. She takes great pleasure in the development of her team and has been fantastic at change management. She leads the team in a supportive way whilst ensuring the job always gets done and in line with agreed procedures. Emma has proved to have strong commercial acumen, and her competitiveness and innate customer service mind set combine to ensure targets are invariably met or exceeded.

**What were their top achievements?**

Emma has excelled in all areas of her role, with her top achievements including:

- Building a brand specific customer service team, with associated recruitment, selection, training and development.
- Integral part in the nomination for and winning of several prestigious awards, including Buildbase Supplier of the Year for 3 years in succession, BMN Supplier of the Year and Fortis Supplier Account Manager of the Year.
- Integration of new ERP system with little or no effect on business operations.
- Introduction of new CRM system to internal team.
- Improvement in OTIF deliveries to 99%.
- Improvement in accuracy of order input to 99.5%.



Howarth Timber  
Snowdon challenge



Charity football match



Annual Pancake Race

## What positive impact did the results have on the business?

Emma's achievements have provided improved customer satisfaction, with customers at all levels experiencing her high levels of service. At Keylite, we are 100% Merchant focused, and Emma's team is responsible for Contract Sales – providing leads, chasing schedule and feeding back to our merchant customers to sure we can maximise growth potential together. In 2017 she helped deliver a 28% increase in lead conversions. She is proactive in her approach and when in customer meetings, provides a credible and helpful voice for the Keylite team for our customer base. She chairs meetings with suppliers and hauliers as well as chairing operational meetings with customers.

Emma has built up an excellent Internal Sales Support and Service Team. This gives the business as a whole the confidence that we have the internal support to back up our ambitious external sales targets, and that on occasion when issues arise, that they will be dealt with promptly and professionally, all with the customer in mind. Her remit extends to overseeing the sales order processing for the International division so her knowledge knows no geographical boundaries!

Emma's team has been selected carefully and trained extensively and now shares her infectious enthusiasm. It is this enthusiasm that has led to her being chosen on many occasions to conduct Factory tours for visitors to the Keystone Group site at Swadlincote, impressing customers with her wealth of knowledge across group products and personnel.

Her attitude, and in turn that of her team, epitomises our core values of Personality, Purpose, Passion and Pace.

## What other significant achievements have they completed throughout their career?

Hard work, determination and high performance have together seen Emma progress from her initial position as a temporary member of staff covering reception duties, through to joining the Internal Sales Support team and eventually leading that team, moving on to External Business Development Executive and now through to her current role as Customer Service Manager.

During this time, Keylite has supported Emma by sponsoring a Diploma in Business Management and now she is in the process of concluding a sponsored Degree in the same field.

This appetite for knowledge is typical of Emma and applies equally in work which makes Emma invaluable as a go to person to get things done!

She followed Leicester City home, away and abroad, got married and bought a house all whilst doing her degree, so her competence in multi-tasking extends through to her home life as well as in Keylite!

Emma is a credit to Keylite and we are delighted to have her as a core member of our Management structure. She has a very bright future ahead of her within Keylite.



Leicester City's no. 1 fan



Mrs. Kirkland