



# Steely determination



**Servosteel** is launching a new website that offers customers a quicker and easier way to access Servosteel's services

**S**ervosteel, the largest independently owned toll processor in the UK, is unique within its industry in being able to offer a one-stop shop service to its customers, encompassing SCS, pickling and oiling in coil form, as well as slitting and decoiling. This capability assists customers in avoiding duplicated material handling and transport costs if using different toll processors. The company operates 194,000 sq ft of modern covered storage, and offers online stock management to its customers to streamline their processes.

Phillip Guest, operations director at Servosteel, describes how the business operates: "We are what's known as a toll processor, as we receive steel from

customers all over the UK and Europe, and we process it for them. So unlike a company that buys a quantity of steel and simply sells it on, we offer a whole range of processes to our customer base. As the only independent coil pickling company in the UK, we offer a unique array of services, including the slitting and de-coiling of the material. We have a capacity in excess of 600,000 tonnes a year – the site operates 24 hours a day, and five or more days a week, depending on what our customers require."

Servosteel provides its services to a large number of national and international steel users with varying requirements. Phillip elaborates: "We deal with a broad range of clients, from steel service centres and small steel users, which may only



require a few tonnes of steel, right through to the largest mills in the world, such as Corus and Mittal. Our customer base is international, but it is largely focused around the UK and Europe. The vast majority of the steel that we process ends up being converted into parts and final products within Europe.”

To help customers manage their orders with Servosteel, the business has recently developed and will soon launch a new website. IT manager, Richard Burton, describes how the website will help customers carry out their business with Servosteel: “The new site is a clear restructuring of the old one. It incorporates a new look, and is simpler to navigate with information that is more presentable and easier to find. It has been specifically designed with the customers’ ease in mind and we see that it will help them conduct their business with us more efficiently. The main emphasis of this is the fully integrated customer interaction facility that has been incorporated. Customers will be able to log on to their account with a unique username and password, from there they can view the status of their stock, orders and schedules via the online reports. This provides them with all the information they can use to effectively manage their stock levels within Servosteel.

“The new system also integrates a ‘dashboard’ facility, meaning the customer has a page where they can choose exactly what information they want presented to them; this could be for example, recent deliveries, available stock, items schedule or a combination of all of them. So it is completely customisable for the customer and not limited just to the reports we present them with. Additionally this also enables them to incorporate web content, such as live RSS feeds. The next phase of development will allow the customers to order their processing directly online, and specifically stipulate the work they want carried out by remotely creating an instruction, which will filter through to our main system. This provides them with a quick alternative to

ordering via the telephone or fax machine and allows them to monitor every stage of the process.”

Looking to the future, Jim Spencer, managing director of Servosteel, outlines the company’s objective: “We aim to continue to be the largest steel processor, not only in the UK, but in Europe too. We are currently carrying out our second factory extension in two years and we are looking to extend our manufacturing capacity, to be able to despatch a large quantity of steel. We certainly had a difficult six months from September last year with the recession, but now we are experiencing quite a substantial turnaround and business has picked up considerably. As a result and on the back of our new website and IT system, we’re very optimistic about the rest of the year and what will follow.” ■



### Recovery Rollers

We have worked with and supplied Servosteel for over 12 years, looking after its squeegee line rubber rollers and tension rollers for its pickle line. We have also supplied loose rubber stripper rings and decoiler sleeves for its steel processing. Consequently, Recovery Rollers is proud to work alongside Servosteel.



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