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**PROFILE:
Questmark Ltd**

Focus on the environment and save money



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Staff at a Long Eaton video-conferencing company, have discovered numerous ways they can help save money and remain competitive whilst helping the environment. By working with the BEST Network, Questmark Ltd, has made several improvements but is keen to do more...

Led by Lisa Bryers, Operations Director, the company has already found that operating in an environmentally-friendly way makes good business sense. Questmark Ltd supplies and supports a vast range of video-conferencing systems and services to a wide range of sectors. These range from the private sector including such clients as Experian, charities such as the RSPB. Meanwhile, public sector clients include the NHS plus several international customers such as Rentokil. To demonstrate its customer-focused service, the company also installs the items and trains staff to operate the systems and equipment.

Project Partners:





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With this focus in mind, Lisa is mindful of Questmark's image, explaining 'It's obviously vital to promote a good image of the company. Operating in line with the environment contributes towards this.' To this end, all staff are encouraged - from the start of their employment - to be involved in the company's recycling practice: e.g. paper and printer cartridges are recycled. Meanwhile on the energy front, low energy lightbulbs are used and staff ensure that unused computing equipment is switched off. In addition, the heating of each individual office on the premises can be isolated. All these energy-conscious efforts clearly help towards reducing wasted energy and therefore heating costs.

On the subject of deliveries and transport, Lisa comments 'We are definitely motivated to reduce our travel as much as possible. Not only does doing so reduce pollution emissions, but of course it saves us both fuel costs and valuable staff time.' With this in mind, for example, deliveries are carefully planned to result in the most efficient delivery and collection routes possible.

Another aspect which the firm is currently tackling is environmental policy. 'We are currently working towards this and our participation in the BEST Network programme highlighted to us how useful an environmental policy can be in tendering – and keeping – contracts' Lisa adds.

As Lisa concludes 'The very nature of our service actually reduces transport on the road, by saving needless journeys made by people having to travel miles and miles for e.g. a one hour meeting. However, as a firm we are keen to build on this! If we can both save money and promote ourselves as environmentally-aware it makes good business sense all round.'

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