

DMA Group strengthens customer care

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Hard facilities maintenance service provider [DMA Group](#) has strengthened its focus on customer care with the appointment of customer experience manager, Nichola (Nic) Gofford. A new role for the business, Nic is responsible for overseeing the customer journey and ensuring great relationships between all parties, essential for DMA's continued growth.

Wendy Bennett, Chief Operating Officer for Maintenance and Nic's line manager, said: "As part of our commitment to delivering the highest standards of customer service, we recognised the importance of bringing in a dedicated specialist. We are delighted to welcome Nic as our new customer experience manager. Her warmth, personality, drive and determination are the qualities we need at this important time in our history."

Nic comes with a wealth of experience, having previously headed-up the customer service team for packaging and containers manufacturer v-Q-tec, a position she held for over eight years, overseeing customer relations with global pharmaceutical companies, freight providers and airlines.

In her new role, Nic is responsible for enhancing DMA's customer experience team, providing an opportunity to make an impact at what is a particularly exciting time for the Group. Having undergone a market-leading digital transformation, and with plans to launch its multi award-winning BiO® maintenance management platform as a SaaS solution next year, DMA is on-track for continued growth in 2026 and beyond.

"While this is my first time working in the facilities management sector," said Nic, "my background has provided me with lots of transferable skills. I love dealing with different people and scenarios, something I'm already getting lots of exposure to at DMA - no two projects are the same. Crucially, I'm well-versed in creating a great customer experience, and reinforcing what needs to happen every day to make it happen,



from the office right through to our engineers and service partners on the ground.

"My mantra is progress before perfection – speed isn't always the most important outcome, but more about the journey we go on together. I'm passionate about helping develop people to be the best they can be, giving them transferable skills for their own success."

Wendy concluded: "By placing the right people in the right roles, we are building a business that is ready to expand both efficiently and effectively, while staying true to our vision of responsible and sustainable growth."