

THE CLIENT

A Major UK Electrical Retailer.

THE OPPORTUNITY

In late 2005 the client began a major initiative to differentiate itself from its competitors. Two thrusts of this "Deliberate Customer Journey" (DCJ) were Customer Experience and Efficiency & Effectiveness.

Early in 2006 the IS Department recognised that it had an opportunity to contribute to the DCJ by improving the way it sourced services and delivered them to its internal customers. It realised that whilst excellence in delivering specific IS development projects was a key enabler of the corporate goals, it was also essential to have a strong, business aligned, service delivery function.

Virtrium was approached by the client for help in creating, driving and delivering this Service Evolution initiative.

VIRTRIUM'S APPROACH

Using our tools and the ITIL best practice framework we undertook a review of the client's team's service delivery maturity. From the results of this survey and working closely with the IS Service Delivery team we helped develop a vision for driving greater effectiveness, providing cost savings that could be diverted to development projects and offering an exemplary standard of service to their internal customers.

Driven by the results of the maturity review and an impact analysis, four areas were chosen for the initial work; Incident Management, Change Management, New Service Introduction and the migration of the Helpdesk to a Service Desk. Underpinning the implementation of improved methodologies and processes was a major team re-organisation bringing it to closer alignment with industry leading practice.

THE OUTCOMES

The "New Service Introduction" methodology was designed to shorten the bedding-in period of a new development into production. It is a simple, gated process concentrating on early and continuous engagement between the development and service delivery teams.

The incident and change management processes were dramatically modified to perform more efficiently and leverage previous experiences. These have made a major contribution not only to performance but also to team morale. Service outages are considerably reduced - those that remain are reacted to more quickly and effectively.

A strong vision and an injection of education and training for the Service Desk teams has begun the long-term transition of its functionality and customer relationship maturity.

"In this highly competitive industry, we need independent partners like Virtrium who we can trust to deliver great value and who have high levels of both Retail and IS experience. As a by-product of working together, Virtrium have helped to transfer skills and further develop the internal team.", says

IS Services Controller