CASE STUDY
RETAIL SECTOR
MIDLANDS CO-OP

Midlands Co-op is the largest independent retail society in the UK. It employs 8,000 staff and has gross sales of more than £749 million. Its principal areas of activity are food and non-food retail, travel, funeral services and transport.

CHALLENGES

Midlands Co-op was a customer of Evoxus Limited, which was acquired by InTechnology Managed Services (now part of Redcentric) in 2007. The acquisition offered an opportunity for both organisations to review current working practices surrounding the existing telecommunications service and network. The following were identified as key opportunities:

- Opportunity for more tailored support from the account team
- Effective communication if services are interrupted allowing faster response
- Opportunity to improve response times when getting lines up and running
- Aim to improve line quality

HOW REDCENTRIC HELPED

With almost 3,000 lines to manage on behalf of Midlands Co-op and a contract worth £1m at stake, Redcentric set up a dedicated team to deliver on the key opportunities identified who put in place the following measures:

- Re-structured account team with key responsibilities held separately
- New service level agreements and increased client communication
- More efficient and effective systems designed for reporting and repairing lines
- Task force set up to manage costs and achieve Midlands Co-op's cost reduction targets

REALISING THE BENEFITS

We were pleased to have the opportunity to develop a closer partnership style of working with Redcentric, as we knew that this would deliver benefits across the board for our business. We identified areas which offered opportunities for improvement together and then worked out strategies to deliver them. We now have a much more responsive working relationship with our account team which has fostered a relationship of real trust.

Mark Woodyatt,
IT Infrastructure Manager,
Midlands Co-op

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BUSINESS BENEFITS

A better level of service from the new account team

- A more efficient relationship between Midlands Co-op's IT team and Redcentric
- Line quality and performance much improved
- A service tailored to the individual needs of Midlands Co-op.

OPERATIONAL BENEFITS

- Improved trust between Midlands Co-op and Redcentric
- Issues raised are addressed far more efficiently, reducing down time and potential for lost business.

FINANCIAL BENEFITS

- A pricing structure that takes into account the financial pressures on Midlands Co-op
- Cost-effectiveness through Redcentric's added services
- The potential for increasing buying power by recommending Redcentric to other Co-op regions.

TECHNICAL INFO

- Hosted IP Telephony
  - Calls & Lines for 100s of Midlands Co-op sites to providing more than 1 million call minutes per month
  - Unity IP Voice for call centre agent
- Networking
  - Several ADSL and SDSL broadband connections
  - Several 10Mb and 100Mb MPLS access circuits and layered VPNs

We are so pleased with the way things have improved that we have just renewed our contract for another 24 months.

Mark Woodyatt,
IT Infrastructure Manager,
Midlands Co-op