



Lloyds TSB Group Plc

Client:

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Project:

Rationalisation of the Help desks.
Adoption of a computerised system.

Objectives:

Rapid processing of calls and improved
management reporting information.

Results:

Increase in customer satisfaction. £15k+
savings per annum.

Case Study
In Depth

Lloyds TSB benefits from streamlining their Helpdesk to provide regional solutions

Lloyds TSB Group Plc, one of the largest employers in the UK, has put extensive effort over recent years into re-structuring their FM service in order to achieve consistently high standards and group-wide efficiency. They have rationalised from one help desk per building to one per region, resulting in six regionally based teams operated by fully trained and dedicated staff, taking calls from around 27,000 customers, supporting around 120 locations across the country. One of the benefits derived from rationalising the Helpline is that FM staff can focus on core activities such as moves, financial planning and health and safety management, whilst the teams of dedicated Helpline operators manage the calls. The decision to have regional Helplines rather than one central Helpline was made so that local knowledge of buildings was retained and customers could be provided with a more personal service.

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Challenges

There was a need to increase the operating efficiency within the FM Division, which meant among other things, replacing the paper-based system with a computerised FM Help Desk system, so that the volume of calls could be processed more efficiently and better management information could be made available.

Solution

Simultaneously, whilst implementing an FM Help Desk solution, a decision was taken to change the image and the level of service provided by the Helpline. Firstly, a project team was put in place to review the CAFM offering in the market place. Six products were reviewed and after several months of demonstrations and evaluation, two packages

were short-listed. "QFM from Service Works Group was chosen as Lloyds TSB's preferred package," says John Costella, Regional Facilities Manager, Wales & West, "because we liked the data information that the package provided and the product's diverse functionality, gave us plenty of room for growth. We now use QFM to log events and the system automatically faxes the relevant contractor with the job sheet. An important feature is the 'warning' box, which highlights jobs that need chasing. QFM allows us to automatically monitor jobs from inception through to completion. It also provides important monthly reports so that we can see information such as asset and service reports by building, repeat faults and contract performance. This information is then used at monthly meetings so that managers can review contracts and they can be weighted for adherence to contract time scales, health and safety regulations and so forth. We have even set up Service Works Group as a service provider so we know how well they are responding to the calls that we place with them! The implementation of QFM saves us an estimated £15,000+ per annum, plus the increased efficiency that it provides, helps maintain the level of service that our customers have come to expect. In the Wales and South West region alone, the Helpline takes around 2,500 event and 5,000 conference room booking calls each month, using three Helpline operators. We are pleased with the speed at which QFM allows us to process the calls," reports John Costella.





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Additional initiatives to improve the FM Helpline Service

- When the new Lloyds TSB Helpline was launched in 1998, there were a number of other ideas introduced which aided the success of the Helpline.
 - A golden telephone number (7777) was set-up which was easy to remember and allowed a single point of contact so that customers in any building could call the same number and go through to the FM Helpline.
 - In order to give the service a new brand identity, a competition was held among the members of the FM Division to establish a logo for the Helpline. This branding was then promoted on posters, bulletin boards, pen pots and desk drop mailshots to every customer.
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- Branded post-it notes were provided to all contractors, which were left as 'calling cards' advising absent customers of the service provider visit and providing details of the job status.
 - Customer Satisfaction Surveys were carried out user wide to obtain feedback from customers and service providers, which were benchmarked against published key performance indicators.
 - QFM now allows Lloyds TSB to meet, review and weight service providers accurately, on a regular basis.
 - Monthly meetings are held with the Helpline co-ordinators so that they can draw upon each teams experience and the level of service can continually be re-assessed in an effort to keep it perpetually high.



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Results

- The implementation of the new Helpline service resulted in an increase in the level of customer satisfaction, showing that 96% of customers were happy with the level of service provided.
 - Cost savings could be attributed directly to the installation of QFM to the value of around £15,000+ per annum
 - The Helpline teams were awarded the Company's prestigious 'Gold Pin Award' for excellence as a result of innovation, new initiative and resource management providing benefits to the staff, customers and business.
- The extensive management reporting produced by QFM has resulted in improved management of both assets and services with in each building.

"QFM has been one of the crucial factors in helping the organisation achieve consistency of standards and group-wide efficiency," reports John Costella. "Accompanied by the provision of access to a regional Helpline, a clear marketing strategy for the launch of the Helpline service, meeting with external organisations to share best practices and most importantly a dedicated team which has been constantly committed to the project's success and the continuous improvement of service that we provide to our customers," says John Costella.

