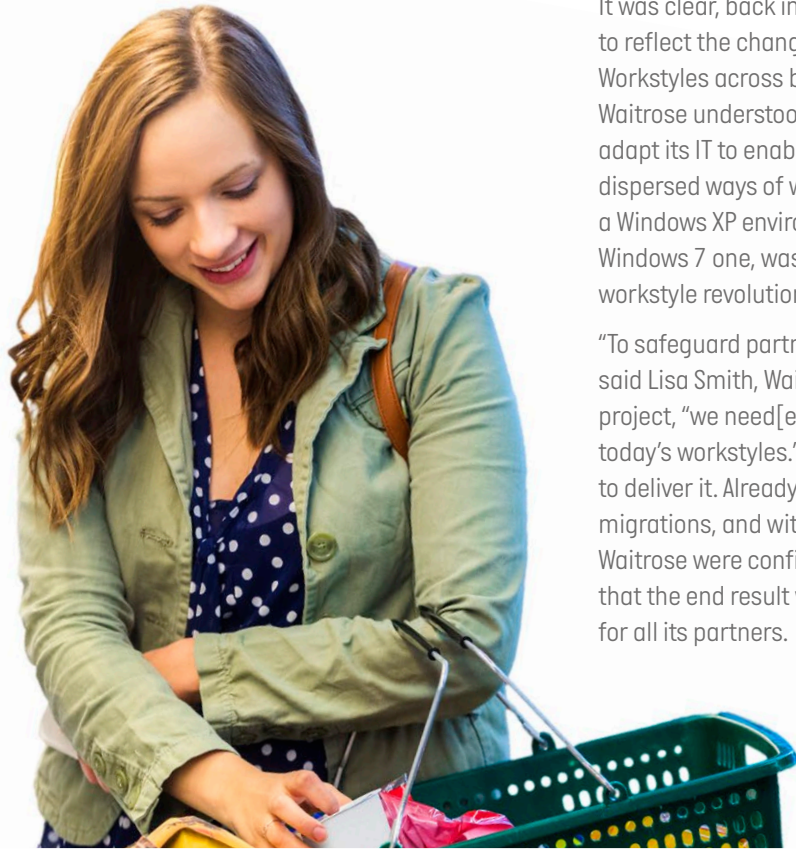


A TRUE PARTNERSHIP

The 'Waitrose effect' boosted by better ways of working



The fact that properties near Waitrose stores were worth around £39,000 more than those that weren't, generated a lot of bemused headlines in July 2016. With playful comparisons to living close to Aldi [a boost of just £1,300] sharpening the focus on the simple question: what was Waitrose doing right?

Waitrose puts it down to quality produce and products, and most importantly, its partners. The company, part of the John Lewis Partnership, takes great pride in its philosophy of inclusiveness. Its workers are partners in the true sense of the word. They share in the benefits of the business because they collaborate with each other and feel valued as part of a wider team.

It was clear, back in 2013 that Waitrose needed to reflect the changing needs of its partners. Workstyles across business were evolving, and Waitrose understood that the organisation had to adapt its IT to enable more mobile, flexible and dispersed ways of working. The need to move from a Windows XP environment to a new, more responsive Windows 7 one, was the catalyst that sparked a workstyle revolution within Waitrose.

"To safeguard partner satisfaction and productivity," said Lisa Smith, Waitrose's project manager for the project, "we need[ed] an IT environment... fit for today's workstyles." Waitrose turned to Computacenter to deliver it. Already experienced in Windows 7 migrations, and with a unique focus on the end-users, Waitrose were confident at the start of the project that the end result would be better ways of working for all its partners.

It was the right place to start. The technology was secondary to the needs of the partners. They wanted to be able to move seamlessly from one platform to another with minimal hassle. They wanted total support. They also were clear that they wanted to be able to work where and when they wanted, or needed to. And that meant more mobile devices fully [reliably and securely] integrated to the entire platform.

The project began at the five-building campus which forms Waitrose's HQ in Bracknell, the hub from which the logistics and support is delivered to the more than 300 stores across the UK. 3,000 users were slightly nervous about the migration, but Computacenter's people-centred approach meant that the change was sensitively delivered – often enabling users to be able to work on their new devices in just 10 minutes! With Computacenter experts walking from desk to desk, talking to partners about their needs and helping them get working, the service was truly personal. A true partnership.

More flexible working, simple IT support, and a relentless focus on partners' needs, resulted in more freedom to work in different ways, higher satisfaction, and increased productivity. Effects that helped Waitrose continue to develop its brand and, just maybe, add more value to those lucky homeowners who live close to one of their stores.



KIOSK



RETAIL



SEAMLESS WORKING



ENGAGEMENT

DIGITAL
IT designed for people *me.*

¹ 24th July 2016 The Daily Mail and 25th July, The Daily Telegraph are just two examples