

Camelot

maximises sales potential with Windows 8 tablets



Customer challenge

Camelot's business plans for 2020 include increasing its retail footprint with more point of sales systems at more outlets. Rather than growing its sales force to achieve this goal, the company decided to improve the efficiency of its existing team by equipping them with better workplace technologies.

Computacenter solution

Camelot partnered with Computacenter to select, procure and deploy new Dell tablets running Windows 8. Computacenter helped negotiate the best deal on the devices and developed a scalable configuration methodology. The devices were launched within a tight timeframe at Camelot's annual sales meeting.

Results

As a result of the project, Camelot has been able to improve staff satisfaction and productivity while minimising IT support requirements. It will also be able to increase sales without increasing resources. With real-time access to information while travelling, sales staff can provide a more responsive service to retailers.

Services

- Flexible Workplace
- Smart Supply
- Supply Chain Services

Technology

- Dell Latitude 10 tablet (with Intel processors)
- Windows 8

Customer Agenda

- Growth/Business Change
- Continuous Improvement/Innovation

Customer profile:

Maintaining a flourishing UK National Lottery

Camelot has been running the UK National Lottery – one of the most successful lotteries in the world – for nearly 20 years. It is not only winners whose lives are transformed by the lottery, but also the communities and individuals that benefit from lottery funding.

The UK National Lottery is the most cost-effective in Europe, with only around four per cent of total revenue spent on operating costs. Around 40 per cent of total sales are returned to society, which has helped to fund the biggest programme of civic and social regeneration in the UK since the 19th century.

Around 70 per cent of the UK population plays The National Lottery regularly, with six million people winning prizes every week. Camelot was appointed operator of the UK National Lottery until 2023 under an extended third licence term.

“As well as having a much happier sales force, with stronger sales capabilities we’re aligned to our 2020 strategy for expanding our retail estate.”

Mark Wheeler, Head of IT Service Delivery, Camelot UK

Business challenge:

Expanding the retail footprint

Camelot’s business goals for the year 2020 include expanding its digital capabilities and growing its retail estate, with more lottery point of sales systems in more stores.

Mark Wheeler, Head of IT Service Delivery at Camelot UK, comments: “We wanted to increase the number of lottery outlets but without growing the sales force that is responsible for securing new sites. We knew we would be able to achieve this by helping the sales force work more efficiently.”

Each member of the retail sales team was equipped with multiple devices to do their job, including a laptop to complete paperwork, a GPRS system to locate retail outlets, a camera to take pictures of the retail environment and a pad and pen to take notes onsite.

Camelot recognised that by providing the team with technology that better matched their workstyles, it would be able to improve staff productivity. “The laptops were slow, heavy and old,” says Mark. “Our main priority was to enable the sales force to access real-time information while travelling to customer sites so they could have more informed conversations with retailers.”

The lottery operator also wanted to consolidate all activities on to a single device to help remove complexity and cost. This meant deploying a tablet that was simple to use, cost-effective to support and easy to deploy.

Computacenter solution:

Empowering the sales force with the right technology

Camelot and Computacenter already had a strong relationship built up over the course of seven years and several IT projects. "Computacenter understands our business and key pinch points, which made it the ideal partner for the project," says Mark.

Computacenter started by helping Camelot assess the different tablet solutions available on the market. "Computacenter organised a forum for the manufacturers to demonstrate their devices," explains Mark. "Its independent view and in-depth knowledge of the market was extremely valuable."

After evaluating devices from five different manufacturers, Camelot selected a Dell tablet with an Intel chipset running on Microsoft Windows 8. "We felt it was a superior device in terms of build quality and performance. Although it wasn't the cheapest, it offered the lowest total cost of ownership in terms of support, and had an external swappable battery," explains Mark.

Computacenter negotiated competitive commercials for Camelot with Dell, and then went on to procure the devices, which helped to streamline the process. It was also responsible for developing a scalable configuration methodology using Pixieboot technology which enabled Camelot to configure the devices using internal resources.

Pete Groushko, Workplace Technology Sales Manager at Computacenter, comments: "The project had to be completed in tight timescales as Camelot was keen to launch the technology at its annual sales meeting. We kept the project under wraps for its three-month duration so the launch was a complete surprise for the Camelot sales team."

Camelot rolled out the first wave of 120 tablets at its annual event in July 2013. Additional devices have been deployed since then.

The devices are now used on a daily basis by its sales team to manage their time, customers and information. The tablet runs a specialist app that reallocates workloads based on travel time and traffic to optimise time for the team, and the tablet's camera enables sales people to transfer photographs directly back to the office to improve site selection for new point of sale systems.

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Results:

Better service, more sales

One of the first corporate Windows 8 deployments in the UK, the project was an overwhelming success for Camelot.

“Our employees were really pleased with the new devices. It was a big step forward for them to go from an old clunky laptop to a state-of-the-art tablet,” says Mark. “Computacenter’s help in selecting, procuring and developing a configuration plan for the devices was fundamental to our success – without its help we wouldn’t have been able to launch them at our event.”

By equipping its sales force with the new tablets, Camelot has been able to:

Increase staff productivity and satisfaction: Sales people now have a single always-on tablet for managing all their tasks rather than having to juggle multiple devices, which maximises efficiency.

Improve sales and service: With access to real-time information, the sales team can provide customers with a faster, more responsive service. Thanks to increased efficiency, Camelot is now able to service more retail customers with the same level of resource.

Simplify IT support: Camelot has been able to dispose of the legacy laptops, which were difficult and costly to support, as well as other equipment such as external GPRS devices and cameras. As the new tablets are robust, reliable and easy to use, support issues are minimal.

Mark comments: “As well as having a much happier sales force, with stronger sales capabilities we’re aligned to our 2020 strategy for expanding our retail estate.”