Dairy Crest enables users to be more productive with responsive support services

Customer challenge
As the leading UK-owned dairy company, Dairy Crest must provide its users with responsive support services to ensure its products reach customers on time. Following an IT modernisation initiative, the company was keen to adopt a more structured approach to IT service delivery both internally and with its IT partners.

Computacenter solution
The company has worked with Computacenter to support its circa 2,000 IT users and critical JBA ERP system since 2008. Under a new three-year contract, the service desk provision has been relocated from the UK to Computacenter’s facility in South Africa. Following the transition, the two companies are now working on a number of continuous improvement initiatives.

Results
The new service delivery model will increase efficiency and support Dairy Crest’s internal IT team, allowing them to focus on other initiatives. It will also help the company in its drive to control costs, and improve the user experience.

Services
• Managed Workplace
• Managed Applications

Technology
• JBA ERP

Customer Agenda
• Continuous Improvement/Innovation
• Cost Reduction
• Risk Avoidance
Customer profile:

Providing milk and much more for a wide-ranging customer base across the UK

With 4,500 employees and annual revenues of £1.4 billion, Dairy Crest is the leading British dairy company. It processes and sells fresh milk and dairy products for both the UK and European markets from production sites across the UK, a distribution centre and offices in Esher and Aldershot.

Its customers include leading retailers, restaurants, hotels, schools and hospitals to name but a few.

The company is a market-leader with several well-known brands that can be found on supermarket shelves, including Cathedral City, Country Life, Utterly Butterly, Vitalite, Clover, and FRijj. Both Cathedral City and FRijj hold the number one market position in their respective categories.

Dairy Crest also delivers milk direct to around 750,000 households and has an online ordering service for doorstep customers, milk&more. As the name suggests in addition to their milk delivery, customers can order from 250 items ranging from teabags and cereals to kitchen rolls and pet food.

In total, Dairy Crest purchases two billion litres of raw milk every year from 1,100 British dairy farmers. Listed on the London Stock Exchange, the company’s goal is to build a market-leading position in branded goods and added value markets.

Business challenge:

Safeguarding the supply chain with efficient user support

To maintain seamless production, order fulfillment and distribution processes, Dairy Crest needs a stable IT environment that enables users and the business to meet day-to-day obligations.

For example, Dairy Crest’s JBA ERP platform is at the heart of its order-to-dispatch system, which fulfils demand from its customers.

Nina Pink, IT Service Manager for the Dairy Crest Group, comments: “Our customers include the big four supermarket chains as well as smaller grocery stores. For products to reach retailers’ shelves on time, we must ensure that the supply chain is not impacted by IT downtime.”

Now that the company has its core IT foundations in place, it has turned its focus to delivering responsive support services. “As part of our IT improvement programme, we decided to develop a more structured and standardised framework for IT delivery for both the internal team and third party partners,” explains Nina.

In particular, the company was keen to ensure that its service desk met the needs of its circa 2,000 users. “The service desk is the face of IT and the first contact that users have with us,” comments Nina. “It’s vital that services are delivered in a timely manner and to the required quality standards.”
IT solution:

Remote and responsive support to enable users
Dairy Crest has partnered with Computacenter to run its user service desk and provide remote support of its business-critical JBA ERP system since 2008.

The company signed a new three-year agreement with Computacenter in May 2014. “Computacenter understands our business and provides a 24/7 service that can be scaled and flexed to meet our changing needs, which we couldn’t do internally,” comments Nina.

As part of the contract, Dairy Crest’s service desk provision has been migrated from the UK to Computacenter’s Global Service Desk in South Africa. Nina explains: “Computacenter has extensive resources and capabilities in South Africa, and we wanted to take advantage of the services that could be delivered from this location, as well as the cost savings.”

The three-month transition, which was completed in April 2014, was delivered using repeatable processes developed by Computacenter’s Shared Service Factory.

Computacenter provides first line incident and request management for Dairy Crest users, in addition to application support for Dairy Crest’s JBA environment.

“The new contract embodies the more structured approach for IT delivery that we were keen to adopt with more clearly defined processes and greater standardisation,” comments Nina.

Commitment to continuous improvement
Continuous improvement underpins every aspect of the new contract with Computacenter analysing service desk incident and request metrics to identify trends and improvement opportunities.

For example, Computacenter and Dairy Crest have started to implement Computacenter’s Pass12T methodology, which is founded in a ‘shift-left’ principle and will enable more issues to be fixed at the first line.

“By identifying second line support processes that can be migrated to the service desk, we will be able to free up internal resources and provide users with a faster response to their issues,” comments Nina.

The focus on improvement and service expansion will continue throughout the lifetime of the contract. For example, the Computacenter service desk could take on third party incident management for Dairy Crest as well as providing additional application and infrastructure support services from its South African Operational Command Centre.
Results:
Better experience for users, better performance for the business
By partnering with Computacenter to deliver optimised support services, Dairy Crest will be able to minimise downtime, enable its users to work more productively and respond more effectively to change.

Nina comments: “Even though we’ve only recently completed the transition, the service provision has improved significantly and we’re expecting the ongoing improvements to result in even higher quality services.”

As a result of the new support model, Dairy Crest has been able to:

Control costs: Continuous improvement initiatives will help the company unlock more savings in the long term.

Improve the user experience: A faster response to incidents and requests and a better first line fix rate means users suffer less IT downtime and spend less time dealing with IT issues. This improves productivity as well as employee satisfaction.

Maximise IT efficiency: With the service desk taking on more responsibility, the Dairy Crest IT team can focus on transformative activities that will deliver greater value.

“The new approach to IT support will help us maintain a seamless supply chain and enable users to work faster and smarter,” concludes Nina.