

# Proactive support services stop trouble brewing

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**Martin Taylor - Head of IT Service Delivery, Mitchells & Butlers**



## Challenge

When your reputation depends on delivering a positive customer experience day and night, you simply can't afford for your retail systems to be out of action. They need to be up and running when and where they are needed, and if problems should occur they need to be fixed - fast.

Mitchells & Butlers has a long history in licensed retailing stretching back to the end of the nineteenth century when the Company was founded from the merger of two Midlands' family pub and brewing businesses. It is now the UK's leading managed pub and pub restaurant operator, owning a range of well-known brands and formats with around 2,000 businesses offering food, drink, entertainment and accommodation across the UK.

With such a diverse portfolio of establishments, maintaining a high level of availability across its retail systems is critical to Mitchells & Butlers' continued success. So, to ensure that the required service levels were achieved, the Company decided to look for a partner with the necessary commitment and capability to manage its IT repair and outlet refurbishment services with maximum efficiency and minimum disruption.

## Solution

Fujitsu was awarded a five year contract to devise and deploy a repair and maintenance service across Mitchells & Butlers' entire estate and develop and roll out an Install, Moves, Adds and Changes (IMAC) service for refurbishments and new site openings.

Mitchells & Butlers' choice of IT partner was based on Fujitsu's ability to offer a consistent and reliable service, underpinned by a simple process, predictable costing and detailed reporting. The Company also recognised that Fujitsu had worked hard over the years to understand and meet its commercial and strategic needs, so there was a good synergy between the two businesses.

Under the new contract Fujitsu is now responsible for running Mitchells & Butlers' Outlet Managed

## SUMMARY OF KEY FACTS

### Organisation

Mitchells & Butlers

### Service/s delivered

The provision of a repair and maintenance service across all businesses and the development and roll out of an Install, Moves, Adds and Changes (IMAC) service

### Key Metrics

- 2,000 pubs and restaurants in the UK
- 9,000 tills, plus associated equipment

### Benefits

- **Improved customer experience** - a consistently higher level of service, resulting in less down time
- **Enhanced performance** - service levels are at 90-95%, above the SLA
- **Optimised revenue** - successful management of IMACs ensures that revenue earning opportunities are maximised
- **Minimal business disruption** - a very successful transition of both services ensured full business continuity
- **Accurate budgeting** - costs are entirely predictable enabling the creation of accurate business cases
- **Greater responsiveness** - the services provide the resources and flexibility to respond to new or urgent needs

Service (OMS), which provides break/fix hardware maintenance across all 2,000 businesses for some 9,000 tills and associated equipment. This service was seamlessly transitioned from the previous supplier, including the establishment of the engineering team, the links between the Mitchells & Butlers Help Desk and Fujitsu's Service Desk and the new operational processes.

Within two months of the service going live Fujitsu had established an improved level of performance and was already exceeding its contracted Service Level Agreement (SLA) of 90%. This change was achieved much faster than Mitchells & Butlers thought possible, especially given the scale of its estate.

In addition, Fujitsu is responsible for managing the IMACs for refurbishments and acquisitions, which can involve up to 40 buildings at a time. This entails getting sites up and running with the provision of cabling and IT, and linking in with Building Management. In order to support the new service, Fujitsu spent four months conducting a full scoping exercise and important preparation work, including the engagement of appropriately skilled staff, the creation of key warehousing facilities for the 'hot staging' of site moves, and the comprehensive Human Resources activities needed to support the TUPE process.

Fujitsu's performance is now regarded by Mitchells & Butlers as highly creditable and the Company is very satisfied with the level of performance. Martin Taylor says, *"I am very proud of what we have achieved in such a short space of time - it's fantastic. Fujitsu is very easy to do business with and I am delighted with the value of the services provided."*

### Benefits

Fujitsu's services have provided Mitchells & Butlers with a number of significant benefits:

- **Improved customer experience** - businesses are receiving a consistently higher level of service, resulting in less down time and a more positive customer service
- **Enhanced performance** - managed service levels are running at between 90-95%, above the contracted SLA
- **Optimised revenue** - successful management of IMACs ensures that revenue earning opportunities are maximised
- **Minimal business disruption** - a very successful transition of both services within 3½ months ensured full business continuity

- **Accurate budgeting** - costs are entirely visible and predictable enabling the Property department to create accurate business cases
- **Greater responsiveness** - the services provide the resources and operational flexibility to respond to urgent or evolving business needs.

*"Overall the new contract is a win-win. Fujitsu came to us with a unique services proposition that was fresh and appealing. Whether you're looking at process management or maintenance services Fujitsu has a major presence and you'd have to put them in the Top Five,"* comments Martin Taylor.

### Approach

Central to Fujitsu's service delivery is its award winning Sense and Respond approach, which proactively eliminates wasted time and effort, reduces costs and delivers long-term service improvements by identifying and removing the root causes of persistent problems.

So, for example, when OMS went live there were issues around the availability of spare parts for some older printers, but Fujitsu was able to apply its retail knowledge to find a solution. An improvement in processes has also been made with the introduction of the drop-point system for replacement equipment, and Fujitsu has used its broader experience in hospitality to suggest solutions such as splash guards for kitchen printers.

In addition, Fujitsu has introduced PDAs for engineers to log their progress in answering call outs, which Martin Taylor says has brought "great innovation" into the service's progress reporting.

### Expertise

Fujitsu has delivered consistently high levels of service to UK businesses for more than 40 years, and has amassed a wealth of expertise in helping clients to use IT to create new revenue generating opportunities, reduce operational costs and increase customer satisfaction.

Martin Taylor agrees, *"There is no doubt that Fujitsu is committed to delivering a really good service and it wants it to be Number One, which is fantastic. Fujitsu's real strength resides in its people and their can-do attitude. Nothing is too much. They are keen to impress and live and breathe by that."*

### ASK FUJITSU

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