



Collaborating towards business outcomes

Cisco Adoption Acceleration for Collaboration helped John Lewis promote innovation and enhance employee productivity.

“In addition to our team’s adoption of collaboration tools, we’re saving £7,000 (US\$11,000) a month.”

- Paul Coby, CIO, John Lewis plc

John Lewis purchased a variety of collaboration tools, however the team did not fully understand how to maximise the investment made.

Challenges

- Consolidate technologies to streamline business processes.
- Encourage adoption of collaboration tools to increase employee productivity.

The first John Lewis store opened in 1864 and has become known throughout the United Kingdom for its excellent quality and steadfast customer service. All employees have a share in John Lewis, making them partners in ensuring the company’s success.

Because collaboration is integral to John Lewis culture, the company invested in a mix of video, audio, and chat solutions from multiple vendors. “We wanted to encourage collaboration, but we ended up with too many choices,” says chief information officer (CIO) Paul Coby. “People were getting confused about how or when to use the different tools, so they weren’t using any of them.”

Unfortunately, John Lewis had invested in the technology without fully understanding how to change the culture. “We needed to help our teams more fully understand the value of our collaboration solution. There’s no sense in having tools when nobody can use them or even knows we have them.” says Martin Jones, director of IT Operations, John Lewis.

Case Study | John Lewis plc

Size: 38,000 Employees Location: United Kingdom Industry: Retail





By identifying challenges and working towards desired outcomes, employees are effectively collaborating with one another.

Solutions

- Assessed the problem areas and developed an adoption strategy
- Drove employee awareness and education
- Used metrics to refine plan and achieve business outcomes

Increased collaboration with substantial cost savings

Cisco worked with John Lewis to streamline its current collaboration environment and develop strategies that helped employees adopt the new technology. Usage metrics helped John Lewis tweak its adoption methods and achieve desired outcomes.



John Lewis also realized a substantial cost savings of £7,000 (US\$11,000) per month by helping ensure that employees used approved collaboration tools rather than more expensive third-party options.

Rather than having multiple technologies that employees didn't understand how to use, John Lewis now has fewer tools that employees are comfortable using each day with the added benefit of simplified training and reduced support calls to the service desk.

Collaboration: It's not just for employees

All head office sites, 43 retail stores in the United Kingdom, 2 corporate offices in London, and suppliers around the globe are collaborating with video, audio, and chat.

For example, John Lewis now uses its Cisco WebEx® video-conferencing solution to communicate with international vendors, reducing travel costs to a minimum, aligning all parties, and enhancing the business process because meetings can be held at short notice.





Results

- Realized savings of £7,000 (US\$11,000) per month
- Further reduced travel costs through greater awareness of tools
- Reduced support tickets and improved partner experience

Communicating support and training

John Lewis is continuing to communicate best-practices and training content to its employees through internal communications. Further work is also scheduled to develop the culture piece, that is, challenging employees to use video conferencing as the default option for meetings rather than the traditional physical meeting.

“Employees are much more involved, suggesting ways that they can use collaboration to reduce costs,” says Coby. “Cisco Adoption Acceleration Service for Collaboration put us on the right track to increase savings through collaboration.”

For more information on Adoption Acceleration Service for Collaboration, contact your Cisco Account Manager or Partner Channel Representative.

To view all Cisco customer stories, visit <http://www.cisco.com/go/customerstories>.

Products & Services

Collaboration

- Cisco Adoption Acceleration Service for Collaboration
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- Cisco WebEx Enabled TelePresence solution
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