

Enterprise Application Training programmes with a stamp of quality



A range of award-winning Enterprise Application Training and other workforce performance enhancement programmes developed by Tata Interactive Systems (TIS) for Royal Mail, UK

Royal Mail (formerly Consignia) is a public limited company, wholly owned by the UK Government, with annual sales in excess of £8 billion and more than 220,000 employees. It owns the trusted brands of Royal Mail, Post Office, and Parcelforce Worldwide, which provide distribution services in the UK and internationally.

Royal Mail has a tradition of service stretching back over 360 years. Its business has a significant impact on the lives of people in Britain and around the world. Centuries of innovation, industry and continuous service improvement have made its business what it is today.

A great many organisations provide products and services to Royal Mail but the performance of all the key suppliers – those with contracts above a certain size and value, and whose products and services are strategically important to Royal Mail – are monitored throughout the year. Their performance is assessed against stringent criteria, such as availability, standard of service and value for money. Those who meet certain criteria are awarded bronze, silver or, in the case of the top achieving organisations, gold awards.

TIS has received the Royal Mail Gold Vendor Award, 2003 and the Royal Mail Silver Vendor Award, 2002 for its contributions as a Royal Mail First Class Supplier. The awards were conferred for excellence in Enterprise Application Training in the areas of ERP, CRM and GIS.



TIS successfully adapted Royal Mail's instructor-led Information Security Management format to an engaging and interactive Web-based program that helped improve the security consciousness of the employees.

KEY BUSINESS ISSUES

Royal Mail handles more than 80 million items daily and the quality of service is always the top priority. To keep up, and indeed constantly improve its high level of customer satisfaction, Royal Mail focused on leveraging upon technological systems that would help streamline its operations, minimize errors and speed up its customer responses.

Over a period of a few years, Royal Mail systematically rolled out a series of enterprise-wide applications, both off-the-shelf as well as customised products. These systems were aimed at achieving key business objectives including:

- Improvement of the efficiency of delivery services
- Enterprise-wide integration of financial functions
- Enhancement of customer relationships
- Reduction in response time to customers
- Greater information security awareness.

WHY TATA INTERACTIVE SYSTEMS

Way back in December 2000, Royal Mail was looking to develop the leadership skills of its managers by enhancing the programme offered by its Management School at Coton in Rugby. TIS developed the Management Excellence Programme to achieve this objective. Its success led to additional projects—two Enterprise Application Training programmes on SAP financial modules and a customised Contact Centre application, the Service Request Tool.

The SAP training programme, pegged at about a million USD, was created by TIS in a little over six months; it helped more than 6000 users in 30 centres across the UK. A highlight of the solution was the development of a tool that guided users through 700+ SAP transactions, using 8000+ screenshots. Due to the tremendously positive response, TIS was accorded the status of Preferred Vendor. At this time, TIS moved from the role of a vendor to a true partner in Royal Mail's success. TIS teamed up with organisations such as Deloitte and Futuremedia in the creation of Royal Mail's solutions.

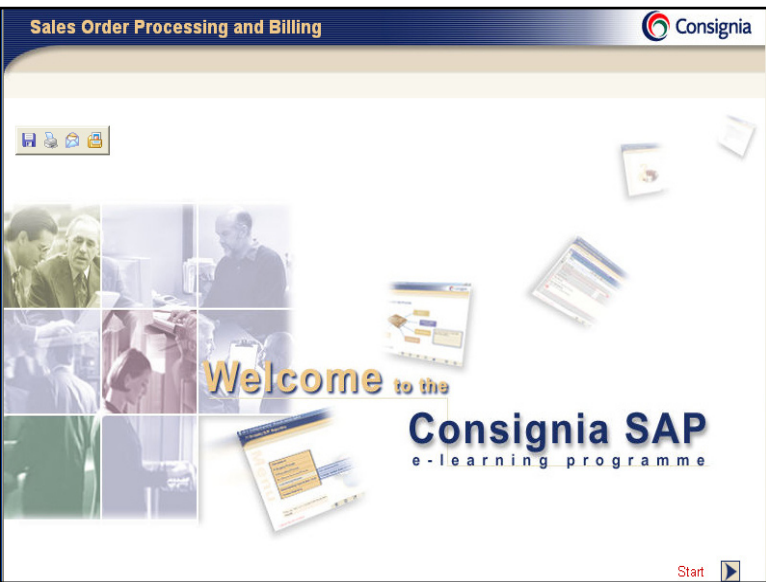
The impact of TIS's solutions is reflected in the awards it has received from Royal Mail in subsequent years—the Royal Mail Silver Vendor Award, 2002 and the Royal Mail Gold Vendor Award, 2003.

HOW OUR SOLUTIONS HELPED

TIS worked with Royal Mail to develop training solutions to help them extract the maximum mileage from their enterprise system investments. These solutions encompassed:

SAP

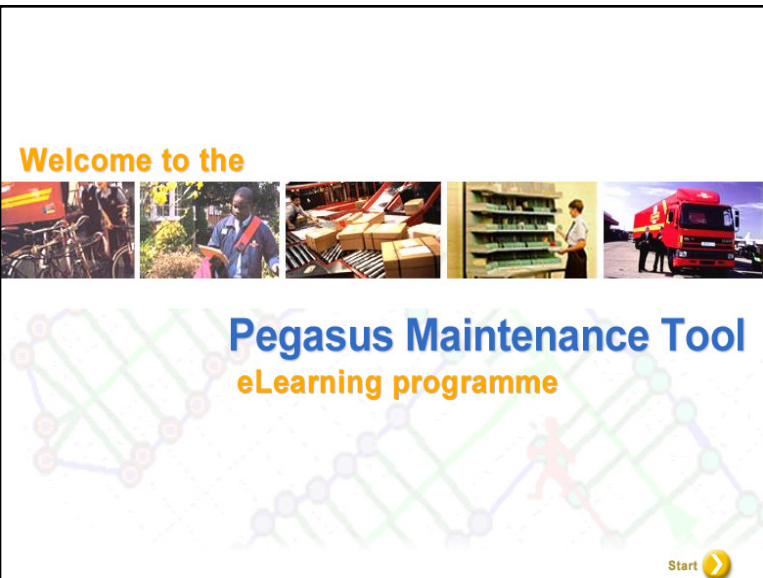
SAP was implemented at the Post Office to simplify financial operations – its network of 16,000+ branches handled 170+ products and services and 2.7+ billion transactions annually. TIS trained about 6000 staff members across the enterprise on the new system in time for the rollout. By using the new system that integrated its financial functions across the enterprise, Royal Mail improved efficiency, slashed costs and boosted bottom-line performance through simplified common processes, standards and systems.



SIEBEL

Royal Mail embarked upon an upgrade from Siebel 6.3 to Siebel 7.0 to enhance the power of its customer-focused CRM solution. TIS provided 2000 Siebel users with 'delta' training to enable them to make the most of the powerful, new Siebel 7.0 features.



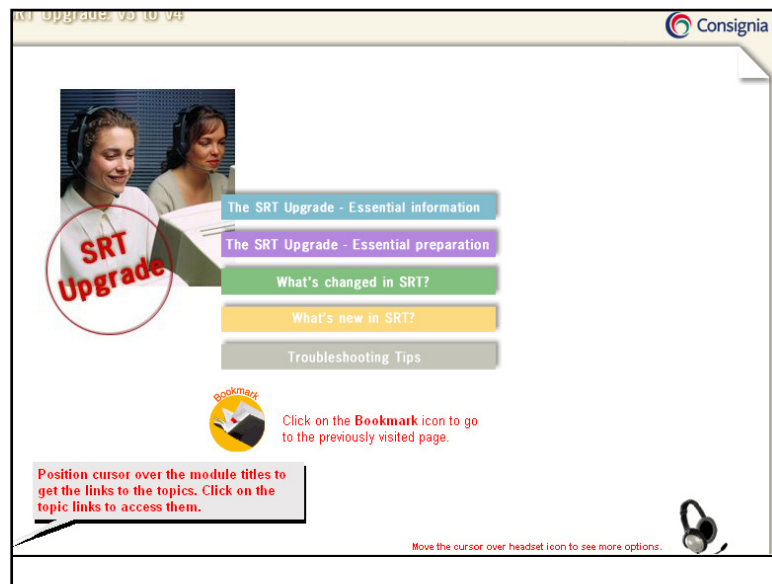


PEGASUS

It comprised a set of tools that were deployed in its offices to revise current routes and improve the efficiency of its delivery services. TIS provided comprehensive training on the new system to the users, enabling a smooth and seamless transition to the new application.

SERVICE REQUEST TOOL (SRT)

The Service Request Tool (SRT), a customised internal CRM system, used at the Royal Mail Help Desk, was upgraded. TIS provided employees with a background to the upgrade and trained the employees on how to effectively tackle the changes. TIS also completed each phase of the upgrade in one–two weeks, thus maintaining high productivity levels even during the transition.



RESPONSE SERVICES COMPUTER SYSTEM (RSCS)

The Response Services Computer System, an online enquiry and input system was introduced to overcome the hassles of manual paper docketing. TIS brought the postal employees of Royal Mail’s Delivery Office up to speed on the new system in a short time, enabling them to make effective use of all RSCS’s features, processes, standards and systems.

INFORMATION SECURITY MANAGEMENT (ISM)

The ISM course was created to ensure the privacy of Royal Mail's customers – the Royal Mail network collects, processes and delivers 82 million items to 27 million addresses each day. TIS's training ensured that all Royal Mail employees were fully aware of the information security best practices and educated them on the do's and don'ts of information management.

THE TIS ADVANTAGE

Some of the key advantages that contributed to the success of the Royal Mail–TIS relationship:

- **Business partnership**

TIS's contribution to Royal Mail's training programmes extended beyond the role of a vendor. An on-site Key Account Manager ensured that TIS was constantly involved at every stage of the programme – analysis, planning, implementation and support.

- **Product quality**

With its strong multidisciplinary skills, TIS added a great degree of value to the final product – beyond the expected quality levels – in terms of the visual appeal, interactivity levels and learner engagement.

- **End-to-end solutions**

TIS offers comprehensive and customised solution components that address every stage of any enterprise application implementation cycle – analysis, design, development, rollout, evaluation and support.

BEYOND ENTERPRISE APPLICATION TRAINING

The scope of TIS's work with Royal Mail extended to other areas including induction, leadership training, soft skills and regulatory training:

■ Induction – An orientation programme for new joiners

A Web-based programme to improve the accuracy and efficiency of Royal Mail employees. The course helped to quickly orient new employees to their roles and also doubled as a 'ready reckoner' for the older employees.

■ Leadership Training – Marketing Excellence Programme

A training programme on marketing for the development of the marketing skills of Royal Mail's senior and mid-level managers.

■ Soft Skills – Recruitment Techniques

An e-learning programme to supplement Royal Mail's Recruitment Interview Techniques (RIT) workshop.

■ Regulatory Training – Safety for Managers

A Web-based regulatory training programme on health and safety standards, targeted specifically at Royal Mail managers.