

Boots

Industry Sector | Retail Client



Having historically managed all business processes in-house, it was a major decision for leading pharmacy-led health and beauty group Boots to outsource facilities functions to Swiss Post Solutions. The decision has led to significant improvements in efficiency and effectiveness, and has delivered tangible and quantifiable savings to Boots.

Trusting the specialists

Boots is a leading international, pharmacy-led health and beauty group that works in close partnership with manufacturers and pharmacists. It has a historically long and very strong reputation to uphold among its many stakeholders. So the decision to pass on the running of its mailroom and other services, including reprographics, microfilm, coupon redemption and loyalty card administration, at the head office site in Nottingham, was not taken lightly.

Dave King, Head of Operational Purchasing and Business Services at Boots, explains: *"We had plans to evolve our mailroom, as well as other connected services, but needed help from a mailroom specialist, who had the knowledge and understanding to help advise us on and subsequently implement our plans."*

Boots wanted to make efficiency savings but also inject some innovation into the function. It needed help identifying areas for improvement. Furthermore, it wanted to call on the expertise of a company that could guarantee that all the service lines in that area were performing to the very highest standard.

"We chose Swiss Post Solutions not only because of its excellent record on delivery of services, but also its flexibility to fit in with our demands," explains King. *"Once Swiss Post Solutions came on board and began work, it was apparent to us that their expertise could not only help us introduce further service enhancements, but that the culture of our two organisations fitted perfectly."*

The contract, which started in 2004, has recently been extended to 2011, and so successful has the partnership proved that Swiss Post Solutions was named the Boots Business Services Partner of the Year 2007/08 following a comprehensive assessment which took into account various factors including contract management, performance levels, service delivery and people management.



SPS

a Swiss Post company

Practical advantage

The basic mailroom service that Swiss Post Solutions provides to Boots covers everything from mail security screening, sorting, collection and deliveries; franking of outgoing items; scanning of incoming mail; management of internal, outgoing, sameday and UK overnight couriers; management of the print and reprographics department; to bay management and even shredding.

"On the ground, the results were obvious," says King. "And Swiss Post Solutions really came through in handling external influences that came out of nowhere."

One of the biggest efficiency drives introduced by our company was a total overhaul of coupon redemption and loyalty card administration.

Are proactive management of unidentified and third-party coupons has resulted in a dramatic reduction in 'write offs'. The savings for Boots are so far around £145,000.

Swiss Post Solutions has also worked hard to make a difference in areas that support Boots' reputation as a company with a social conscience. For example, it introduced a recycling service for coupons, which led to 12,670kg being recycled last year, supporting Boots' environmental strategy.

"When you think of what has been achieved through ostensibly making the decision a few years ago to outsource our mailroom activities, it really is quite something and makes you wonder what inroads we can further make with Swiss Post Solutions' help," says King.

Achievement

"We have saved substantial costs thanks to the initiatives and process changes brought in by Swiss Post Solutions. The quality of the relationship we have with their company has been firmly underlined by our decision to award them 'Boots Business Services Partner of the Year 2007/2008'" says King.

"We've seen savings of £127,000 so far this year, on top of those made with the voucher system."

"At the basic level, the mailroom is no longer a 24-hour operation – far greater efficiency means it is now able to operate 18 hours a day despite the massive throughput. With a fantastic working relationship, improvement to operations, continued cost savings and a synergy in the way Swiss Post Solutions and Boots approach the business, the benefits have been both substantial and tangible."



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