

## Plus Retail



**“Clientele ITSM is an easy-to-implement solution which has a recognisable look and feel.”**

**PLUS**  
Wat een verschil.

### Plus Retail ‘in control’ with Clientele ITSM

*Software solution for service and support underpins Plus Retail’s change process*

Plus Retail BV is the service organisation behind 278 independent Plus supermarket operators. The Plus Retail organisation consists of a service office, three regional distribution centres and a national distribution centre. Plus Retail is on the up in the supermarket world, as is evidenced by its recent takeover of 80 Edah stores at strategic sales locations throughout the country. The supermarket organisation is taking on its competitors by focusing on quality and fresh products.

#### Lack of cohesion and structure

Besides the developments at Plus Retail itself, there is also a lot going on in the service organisation’s IT department. The department is currently undergoing an extensive change process. “The IT at Plus Retail was lacking in cohesion and structure,” explains Pieter Riley, IT Manager at Plus Retail. “This is because our IT systems were originally decentralised. The helpdesk for store automation was managed by the commercial department, and there was also one for the infrastructure and another one for application management. Incidents would be received at different points and communication happened across several different lines. Highly inefficient, incohesive and untransparent for our customers, the Plus supermarket operators.” In addition, the helpdesk package was outdated. The three help desks were using different programmes which were not interrelated.

The helpdesk for store automation used an old version of Clientele from Mproof with a large amount of customisation, and the application management helpdesk also used that but with its own database. The infrastructure department only used a list in Excel. Mproof was therefore brought in to help with the decision as to which solution to go for.

#### External support for change process

The structural problem and the outdated helpdesk system formed the basis for the need for change. The creation of a single point of contact became the most important end point of the change process. First of all the requirements for this were mapped out. Key points which came to the foreground were

the option for a client application via a web interface, a function for prioritising incidents and linking incidents to an SLA, one view per employee, central management of the knowledge database and measurability of KPIs.

#### Plus Retail brought in external freelance consultant Joop Dikmans to support the structuring process.

Joop has supported a large number of IT projects in the past. “Turn a change process of this kind into a project,” Joop says, describing his approach. “You need to make it into an important issue in the organisation and demonstrate urgency. If the IT manager has to carry out such a labour-intensive process alongside his everyday tasks, you run the risk of losing sight of its relevance and your goal.” Working with Dikmans, the Plus Retail people then looked at the features of the current automation system. To what extent did it still meet the company’s needs, and could the customisation be used in the new system? What do competitors like Topdesk, HP Service Desk and Assyst offer? Pieter Riley: “As we did when we mapped out our requirements, it was extremely important to involve the people who work with the system. They are best placed to know what problems are likely to occur and what functions they need. This also generates even wider acceptance of the choice we ultimately make.”



### About Plus Retail

PLUS Retail is a fast-growing, financially strong food retailing organisation. A total of 278 independent PLUS supermarket operators currently belong to the organisation. PLUS is therefore a major player in the Dutch food market. PLUS Retail aims to provide its PLUS members with maximum support for the running of their businesses. Consumer turnover is in excess of EUR 1 billion.

### Implementation of Clientele ITSM

The decision was soon reached to go with Mproof. It was also decided to build the new system entirely from scratch, as converting to a new database is a difficult task. Plus Retail also wanted to move away from complex customisations and was keen to bring in a practical and easy-to-implement solution. Mproof was able to offer this with Clientele ITSM, while also delivering a system with a recognisable look and feel. Clientele ITSM also has the flexibility to make changes to SLAs, for example. "These are established at the moment, but we will be able to make improvements to them in the future if we need to," explains Pieter Riley.

The new system is being introduced alongside the old one in the form of a pilot. Before the switch can go ahead, the old calls will have to come to an end. After that there will be one last point remaining: the only customisation in Clientele, namely the email connection to the suppliers. The last functionality is to be added in mid-November 2008, and Clientele ITSM will be up and running. "Then we will be able to transfer the system at the touch of a button," Pieter Riley says. "Every implementation always has some proverbial hiccups along the way," adds Joop Dikmans. The change process has gone reasonably well so far, but it is also connected to the organisational changes. We have to create acceptance for these ourselves. Fortunately, Mproof and its tools can offer great support."

### In control with priorities and SLAs

"With the reports the system produces, the turnaround time of incidents is transparent now," Joop Dikmans explains. "This helps deliver structure and puts you in control, and will ultimately result in better quality service provision." Pieter Riley expands on this: "We currently receive around 900 incidents a week. With the planned roll-out of the automatic ordering system this number is set to increase slightly as our operators get used to it." After that Pieter Riley predicts a drop: "By building up a knowledge database, you are able to identify trends and focus on structural solutions." Riley cannot yet comment on an ROI at this stage. "Naturally we will be soon able to work more efficiently, and we need to be able to do that with fewer people. But our priority at the moment is to improve the quality of our service provision, and I really need everyone I've got for that!"

**Clientele**  
ITSM

Complete. *Not complex*

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