



ProjectBoard™ SRP in a programme management environment

The European operations of Tata Steel (formerly known as Corus) comprise Europe's second largest steel producer. With main steelmaking operations in the UK and the Netherlands, they supply steel and related services to the construction, automotive, packaging, material handling and other demanding markets worldwide.

Corus required an outsource partner to manage a three year programme within their marketing division to improve customer service levels. The programme consisted of several projects to run concurrently, with multiple challenges:-

- Conduct a customer satisfaction survey; perform a GAP analysis on customer satisfaction goals. Create and document a methodology to achieve the goals. This was to be achieved within a six month project timeframe.
- Specify, select a vendor and manage the implementation of a new call centre. This was to be achieved within a one year project timeframe.
- Document a specification for a knowledge management system (KMS), perform a vendor selection process and manage the selected vendor through the implementation phase of the KMS. This was to be achieved within a two year project timeframe.
- Manage the process and acquire BS5750 certification for the sales process within a nine month project timeframe.

Corus chose ProjectBoard™ SRP during 2004 as the methodology for managing the programme. ProjectBoard SRP was the only methodology that melded Lean techniques seamlessly into a structured, self-validating process for maximising human capital.

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Challenge

Implement a framework and methodologies to manage a three year programme with multiple concurrent projects and diverse goals.

Solution

Following initial workshops to identify and map the challenges, ProjectBoard™ was chosen as it was the only methodology that melded Lean techniques seamlessly into a structured, self-validating process for maximising human capital

Benefits

Staff became more engaged in the individual projects, which in turn raised the productivity level within the programme, shortened the time-scales for receiving return on investment, and gave Corus increased competitive advantage.

At a tactical level, the risk of the company losing intellectual knowledge was vastly mitigated, customer service levels rose dramatically, and staff retention levels were greatly improved.

