

## Case study: Abbey



**“In line with Abbey’s stated aims of simultaneously enhancing customer service and operating efficiencies, we selected Williams Lea as the outsourcing partner best able to meet our needs - better control, continuous operational improvement and an ongoing commitment to technology-led solutions. Williams Lea offers a practical business model that meets all our requirements.”**

Andrew Sayers, Procurement Director

Williams Lea was appointed to manage and process approximately 4000 orders per annum across all types of print. We managed the practical output of two major rebrands in three years requiring coordination for all branches.

Abbey is the UK’s sixth largest bank, by assets. On 24 September 2003, Abbey National changed its name to Abbey. Creating an opportunity from this re-branding challenge, Abbey also wanted

to re-engineer its procurement and supply chain processes for print across a network of some 700 branches. The transformation was to include marketing print, direct mail, transactional and security print plus warehousing and distribution. The goal was to reducing cost whilst building in robust processes to support delivery to the consumer.

Williams Lea was selected to fulfil a 5 year contract, valued at £150M, following and extensive review of the marketplace, competitive tendering process and exhaustive due diligence.

### **The challenge**

Ensuring Abbey’s customer-base saw the transition to the new brand as seamless was the driving imperative. But as well as raising the bar for the quality of their branded communications, Abbey additionally sought to achieve a sea change in the efficiencies and economies underpinning this business

critical activity, including:

- Greater supply chain value from the supply chain, cost savings and improved performance
- Reduced time to market for customer communications
- Higher impact customer communications
- Total security for processing sensitive customer data
- Consolidated supplier base, greater accountability and reduced administration burden

### **The solution**

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We transferred the existing Abbey print procurement team to Williams Lea, where they took advantage of our e-enabled supply chain and virtual market of vendors, to realise new purchasing leverage. By locating this central, dedicated account team within Abbey at Milton Keynes, we focused expertise at the point of purchase, thus streamlining processes in order to reduce transaction costs and time to market.

Using our Warehousing and Customer Service functions in Leeds, we were able to process and despatch daily requisitions for stocked printed literature in shorter timeframes, increasing the responsiveness of the system whilst also improving administration and tracking for better transparency.

With the rebrand delivered above and beyond expectation, the transformation of business processes in all aspects of print delivery, continue to deliver both financial and quality benefits as well as continual innovation and improvement.

### Next steps

Based on the successful delivery of services to date, Williams Lea is now in discussions with Abbey and Santander about ways in which the partnership can deliver even more positive impacts to the marketing value chain. Looking ahead, additional services including scanning, archiving, mail, couriers and reprographics are all being explored as potential extensions to the current solution that will maximise leverage of Santander's supply base via a single solution provider.

### Service mix

- Transactional print and fulfilment
- Secure printing
- Direct mail
- Warehousing and stock management
- Distribution
- Operational print
- Marketing print
- Point of sale marketing

### Results

- Continually met and exceeded year on year savings targets
- More responsive supply chain
- Pro-active consultation approach to marketing services
- Quicker time to market for higher quality customer communications
- More foresight into the practicalities of creative ideas for campaigns
- More effective customer messaging
- A long-term partner who provides a scalable solution for Abbey

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