

## case study

MORRISON 

# Major contractor to roll-out OPTI-TIME nationwide

MORRISON plc are set to embrace OPTI-TIME nationwide in its Facilities division after the highly successful implementation of the appointments system across its Midlands contract.



### Key Points

- Number of properties maintained - 55,000
- Responsive repairs spend - 35 million
- % @ decent homes - 61%
- Number of responsive orders a year - 200,000

The Plc, who turn over £600 million annually, is one of the leading support services groups in the UK and Éire, serving clients in the utility sectors - gas, water, electricity and telecommunications - as well as providing repair, maintenance and capital investment services to local authorities.



With 250 operatives fully scheduled by OPTI-TIME in the Midlands alone, Morrison uses the software to the fullest sense and is now piloting schemes to roll-out the system across their subcontractor base as well as implementing intelligent scheduling across the rest of the group.

Said Qusharat Hussain, Commercial Director for Midlands: "Morrison has used OPTI-TIME in the fullest sense to structure the whole workforce in this area, managing our productivity and some of the key performance indicators we deliver to clients. A company like ours is totally demand led and we have to be responsive to tenant needs. We do not know how much or what kind of work we are going to get on a daily basis. We need to have our resources constantly available, and OPTI-TIME gives us the transparency to see who we have, where they are and what their trade skills are so we can use them with optimum efficiency."

### Midlands Deployment

The Midlands contract represents the single largest deployment of both OPTI-TIME and handheld technology to date for Morrison, as Morrison's £60 million contract with Birmingham City Council covers 50,000 properties in the area and employs over 600 trades people.

Handheld technology will totally replace all paper for operatives, and information exchange between handheld and Morrison's call centre is instantaneous.

Said Mr Hussain: "As with any change management and major system changes for a big company, this implementation was not without its teething problems, but these were as much cultural as technical."

"We engaged in a great deal of staff development and consultation with our operatives to bring them fully on board with OPTI-TIME, and throughout this process, both Xmbrace and our partners offered us tremendous support."



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**Qusharat Hussain**  
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“We gained great benefits from the pilot, which we constantly evaluated, and this insight helped us to roll-out the system across the contract region over the summer.”



“Now we have a fully transparent system where our clients can look into our systems and we can offer 100 percent appointments with choices to include am, pm, school run and all day slots.”

“Our service seamlessly interfaces jobs received from the call centre to the operatives on the ground and is now an invaluable communication and resourcing tool for us.”

### Moving Forward

Morrison is now planning to extend their new system down the supply chain to make the service available to their subcontractor base.

Said Mr Hussain: “As we have so many trades and operatives at our disposal, we can normally cover emergency maintenance from our own staff.”

“However there are many occasions where we still need preferred suppliers and we have never yet been able to achieve the same level of communication with this group as we now have with our own operatives.”

“By implementing OPTI-TIME through all facets of the maintenance process, we hope to offer no distinction in service between staff operatives and contractors, with a seamless service and information exchange with clients and tenants regardless.”

### Contract Blueprint

OPTI-TIME is initially being piloted with two contractors in February 2007, including Morrison’s main jobbing and drainage contractors.

The midlands contract will be used as a blueprint for all Morrison’s contracts throughout the UK, including London, Manchester, Gateshead and Scotland.

Said Mr Hussain: “We have around £300 million of maintenance contracts nationwide, so the potential for this project is enormous.”

“We chose OPTI-TIME due to the flexibility of the software and because it was an intelligent scheduling system and not just an appointments diary. It is geared around making productivity and resources very transparent, and this is a goal we aspire to.”



“We envisage that the rest of Morrison will embrace OPTI-TIME in due course and set a new standard in repairs and maintenance delivery nationwide.”

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