



“ Harry Alsop, Business Application Owner at the Dixons Carphone.

Castrum has a unique ability to capture information via its electronic forms and then manage it through a series of defined stages. The forms are flexible enough to cater for our broad range of scenarios, with validation and rules to ensure that we capture everything accurately up front. The workflow module then delivers this information to those teams within the organisation who are best suited to deal with it. Along the way, colleagues can review progress and collaborate quickly and easily when required.

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CASE STUDY: DIXONS CARPHONE PLC

A SOLUTION TO RAPIDLY STREAMLINE INFORMATION CAPTURE AND BUSINESS PROCESSES WITHIN THE RETAIL SECTOR:

Dixons Carphone, winners of the 2016 Retailer of the Year Award, are committed to building a business that can constantly adapt to meet the ongoing needs of its customers. Castrum was chosen by the group in 2013 as a partner whose innovative process platform could assist with this continuing transformation.

THE CHALLENGE.

Dixons Carphone was formed by the merger of Dixons Retail and the Carphone Warehouse Group in 2014. The scale of the merger and subsequent growth of the business presented significant information challenges. Legacy processes quickly became outgrown and small solution silos did not align with the group's new open and collaborative culture.

Over 15,000 colleagues working from 1,000+ UK locations needed a simple and consistent means to capture information, share it within the business and process it appropriately. In the past this had been addressed by various combinations of email, paper, spreadsheets and other standalone practices.



➔ THE SOLUTION

Castrum was chosen to deliver a group-wide platform deployment, rather than a custom solution that would likely be outdated before it was even completed. Based on Dixons Carphone's initial brief, Castrum delivered over 90% of the desired functionality through standard solution modules, enabling both rapid rollout and a clear return on investment.

Today, Castrum successfully manages a wide variety of core processes within the business and has been integral to the consolidation of many others. Furthermore, the number of legacy systems has been significantly reduced along with the overall number of disparate processes.

➔ THE RESULTS

The group now has clear visibility of process efficiency, using service level agreements to quickly identify resource bottlenecks within existing and new processes. Instant feedback via clear dashboards and comprehensive reporting now allows colleagues to be more informed, more effective and ultimately more equipped to assist customers. The business is also well-placed to address industry needs for compliance through the platform's well-established security and audit credentials.

➔ THE FUTURE

As the merger continues, Castrum is being used deeper within the organisation. Recent rollouts have included management of the returns process for Royal Bank of Scotland through the CWS (Carphone World Services) division. In addition, there are further plans to enhance supplier collaboration for more effective product updates.

Castrum continues to be embedded as a business critical support tool, which impacts most departments within the group. It enables employees and teams to connect and collaborate efficiently and effectively, enhancing the customer experience and maintaining a high level of staff engagement.