



Case Study

LLW REPOSITORY LTD

Transformed their customer experience for the better



Workbooks has had a more positive impact on our organisation than we even hoped for. It's now the platform on which we're running most of our business.

JENNY PRINCE
LLWR Business
Change Manager

INTRO

Opened in 1959 and located on the West Cumbrian coast, the Low Level Waste Repository (LLWR) is the UK's primary disposal facility for low-level radioactive waste. It handles such waste on behalf of the Nuclear Decommissioning Authority, collecting it primarily from nuclear power stations but also from hospitals and other handlers of low level radioactive waste, and then disposing of it.

Traditionally that disposal has been in engineered vaults, but in recent years LLWR has been opening up recycling routes and then persuading the waste producer's to take a more sustainable approach.



Visibility of Customer Information



Better Customer Experience



Management Reports to Hand

IDENTIFYING THE NEED FOR A CRM

Jenny Prince is the Business Change Manager, and responsible for running the customer team. "It was our team that first identified the need for CRM," she says. "In 2019 we spent some time identifying the ways we could improve our processes, and the outcome of that was bringing in CRM. Since then, other parts of the business have seen the benefits we've enjoyed, and have also adopted CRM. I've got involved with that too, and so I've really been involved throughout our CRM journey."

There were several potential improvements that the customer team had identified. It wanted to improve its communication with customers. It needed better information on, for example, where every consignment is, so, when customers call and ask, the team member is able to answer immediately. It needed to consolidate its information, bringing it out of people's heads, off the many spreadsheets the team was using, and into a single location.

That was not all. As the company became involved in more and more specialised types of radioactive waste, it needed to plan ahead to put in place suitable disposal and recycling methods. It required a clear view of its pipeline to build capacity as needed. Finally, it wanted to improve its reporting, bringing multiple reports into one central report or dashboard, which would give it a clear, up to date and accurate view of what is happening in the organisation at any moment in time.



A SYSTEM PEOPLE WOULD USE

The IT team ran the procurement process, looking at a handful of vendors, including Salesforce, but, according to Jenny the decision to choose Workbooks was a fairly easy one.

“It was just the most user-friendly option,” she says. “Not many people here have used CRM before so we needed to be sure the user adoption was high. We’re a government organisation so it’s quite a new concept. This meant we needed something that was really simple to use. Elsewhere in the organisation we had previously tried another system, not a CRM, and it was incredibly old-fashioned and clunky. Workbooks looks similar to Microsoft so straightaway you feel like you know it.”

Other reasons to choose Workbooks included the adaptability and the cost.



We didn't want to be going back to our CRM provider every time we wanted to change a field or a drop-down menu or something simple like that. We wanted to be able to configure and make changes ourselves, and the tool needed to be flexible and easy to use to allow us to do that. Workbooks is perfect for that, it lets us do changes ourselves and it's really easy. And finally, as a government organisation we need to demonstrate value for our money. It all meant Workbooks was a clear winner for us.

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TRANSFORMING THE CUSTOMER EXPERIENCE

Following a Workbooks shared success workshop, where the combined teams of Workbooks and LLWR discussed the business outcomes that the business wanted to achieve, the teams then mapped out from there what the CRM requirements would be and agreed a project plan. The first task then began - the detailed work of data migration.

"I've been involved in a CRM implementation before, so I know that this is always the tricky part," says Jenny. "You need to align fields, map them across and then ensure everything comes over correctly. It's vital to get it right and it's always challenging. But Workbooks made it very easy. In fact, throughout the implementation, Workbooks have been incredibly helpful. We've had the same Account Manager since we began in 2019, and he's always come back to us quickly, sorting out any issues, and making sure the platform delivers exactly what we need it to."

Phase one went live in March 2020, just as the pandemic hit. But all the planning had been done so we were still able to go ahead and launch. This phase focused on the customer team. All customer details are now held on the system, and the entire process from an enquiry through to a quote is managed within Workbooks.



We've got all the information out of people's heads. Now if someone asks in a meeting what happened in, say, the last meeting with Sellafield, and the Sellafield account manager is off, we can look on the system and find the information we need. When customers call in we know who they are and exactly what's happening with their consignment. Workbooks has transformed our customer experience for the better.

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However, Jenny reports that this is just the beginning. In August 2020 phase two began, and she believes this is where the major efficiency savings will come in. It has involved incorporating all of the logistics information into the system, so that they can manage and track the transport, packaging, safety checks and so on of each consignment.

Previously this was all held on paper documents, which was highly time consuming and open to errors. Transferring it to Workbooks also delivers a clear approval process which will enable enhanced compliance.

The third phase began at the end of 2020, and this will see LLWR adding its suppliers to Workbooks, so it can manage their orders and framework agreements. And, not content with all this, Jenny and her team are already looking ahead to a fourth phase.



People don't like new technologies, but Workbooks has been so simple to use that we've got far more employees using it than we ever thought possible. It's also had a more positive impact on our organisation than we ever hoped for. It's now the platform on which we're running most of our business, and we continue to find new uses for it. We've now reached the point that it's so much a part of what we do that even those who are really resistant to change have realised it's now time for them to give it a go!

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ABOUT

INDUSTRY

Environmental Services

NUMBER OF EMPLOYEES

300

IMPLEMENTATION DATE

March 2020

TECHNOLOGY

- Workbooks Business Professional
- Spotler - Gator Mail
- Spotler - Gator Survey

