

Two orange Royal Mail postage stamps are shown, tilted diagonally. The top stamp is from London E14, dated 00 JAN 2008, and features a circular postmark with the text "ROYAL MAIL LONDON". The bottom stamp is from Old Street, London, dated 05 JUL 06, and features a circular postmark with the text "OLD STREET LONDON".

High performance. Delivered.

Royal Mail Group

Executing Document Management Services

Using postal solutions to provide document management services that help gain efficiency and save costs

As one of Europe's largest parcels and letter delivery networks, Royal Mail Group delivers a six-days-a-week, one-price-goes-anywhere postal service to more than 29 million addresses across the United Kingdom. Between 2012 and 2013, the postal organization collected and delivered more than one billion parcels and 14 billion addressed letters to United Kingdom communities and businesses.

Underpinned by its vision to be the most successful delivery company in the United Kingdom, Royal Mail Group has a number of strategic priorities: to capitalize on the growth in online retailing to extend its parcels businesses, to provide the right products at the right prices to maintain customer satisfaction, to modernize and improve productivity and to build a strong reputation as a world-class postal company.

Business challenge

With managing mail at the heart of its core operations, Royal Mail Group believed that there was an opportunity to grow its document management services—that is, automated services to track and store electronic documents on behalf of customers. In March 2007, Royal Mail was awarded a contract for office services. The contract terms which conformed to European Union procurement legislation, identified Royal Mail as a subcontractor managing the post of a third-party public services organization. Once opened and pre-sorted, the post was delivered to various identified offices for the client. Royal Mail housed the equipment and processes to manage the mail sorting and management aspects of the operation. Following a five-year contract awarded in 2009, Accenture was asked to help Royal Mail to support the “Extracted, Opened, Sorted, and Scanned” requirements for all inbound mail in eight of the third-party customer’s locations.

How Accenture helped

Royal Mail asked the Accenture team to undertake the initial development and ongoing service support for the duration of the contract, as well as the end-to-end technical service management of the account that includes management information and the processing of supplementary personal identification documents. Over a period of 18 months, the Accenture team used its postal solution skills to design, build and implement an end-to-end scanning and indexing service for Royal Mail Group.

Based out of the Accenture dedicated United Kingdom Delivery Centre in Newcastle, the Accenture team currently provides a variety of service management support functions for many clients across the United Kingdom. Clients may require varying degrees of incident management, problem management or change management services, all in the context of their different applications and technology environments.

“We received excellent support from Accenture, above and beyond their own remit. The approach and attitude of the Accenture people was always exactly what was needed by all parties and their management of ad hoc information requests and thorough examination of issues means we are well placed to handle such demands in the future.”

Mark Pearce, Head of Managed Services, Royal Mail—MarketReach.

Accenture tailors its support to address these individual requirements using a differentiated approach; one team—with fewer staff than would be required if the appropriate resources were to be allocated full-time to each project—consisting of flexible resources with highly specialized postal skills.

To assist Royal Mail, the Newcastle team established a service-led organization using a leading-practice service management framework. The service operated from 07:00 a.m. to 5.30 p.m., with staffing levels suited to accommodate the early morning demands of the postal workers’ day and reduced coverage in the afternoon to deal with any reporting and maintenance matters.

Throughout the five-year period, Accenture achieved in excess of 95 percent Service Level Agreement (SLA) conformance over the duration of the contract, demonstrating that the solution provided to Royal Mail was both stable and robust.

Fast facts

Over a four-year period, the new postal solution enabled the service to process:

- More than 385,000 batches
- Nearly 20 million documents
- More than 155 million images

High performance delivered

Royal Mail has ably demonstrated it, serving the document management needs of its customers. In addition, the postal organization acknowledges the benefits of collaborating with the Accenture team. As part of the terms of the agreement, ISO27001 certification required that customer satisfaction surveys were carried out on a regular basis. These surveys were issued to all Royal Mail operational contacts, as well as other suppliers—and 98 percent of responses rated the postal solution from the Accenture team excellent or good.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.