

David Lloyd

— CLUBS —

RESULTS:

95%

of IT tickets came through the Self-Service Portal, a dramatic reduction in end-user calls, walk-ups, and emails

Faster

and more efficient MTTR and service for end users even during the extremely challenging year of COVID-19 lockdowns

Clear Insights

into IT issues, root causes, and trends, in-house or with a vendor, as well as alerts regarding SLA outliers



THE CHALLENGE:

1. Cumbersome manual processes for handling requests and issues made it impossible to get timely, accurate information or identify root causes.
2. Third-party tech support vendors were policing themselves regarding service level adherence
3. The COVID-19 pandemic made a rapid escalation of online offerings and a reconsideration of marketing strategies imperative

THE SYSAID APPROACH:

1. Set up SysAid's Self-Service Portal for authorization-dependent views, automatic routing, knowledge base access, and a self-serve password reset option
2. Produced accurate and robust reporting on IT workload and service level adherence, including vendor-specific SLAs
3. Applied workflow design capabilities to the Human Resources department's onboarding process, with HR-specific self serve categories

“SysAid came in at a turning point for David Lloyd’s digital transformation strategy.”

Abdul Nsubuga, IT Systems Support Manager, David Lloyd Leisure

ABOUT DAVID LLOYD LEISURE:

David Lloyd Leisure is Europe's leading wellbeing, sport and leisure group, with 122 facilities in the United Kingdom, Ireland, and mainland Europe.

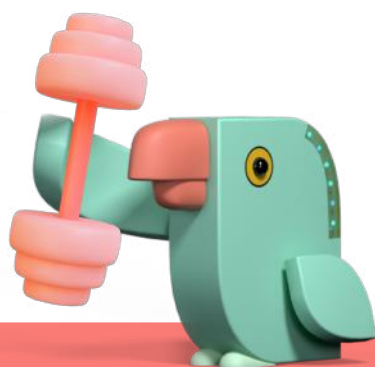
The clubs include state-of-the-art gyms, heated indoor and outdoor pools, racquet facilities, group exercise studios and luxurious spas, as well as spaces to work, relax, and socialize.

There are more than 660,000 David Lloyd Leisure members and 9,500 employees, including leading health and fitness experts. The office-based staff consists of approximately 500 people, of whom 100 work in the IT department at various levels.

OVERVIEW

UK's David Lloyd Leisure Improves the Health of its IT Department

The systemic transformation made possible by SysAid proved invaluable to Europe's leading wellbeing and sport club company, from responding to COVID-19 to managing its vendors.



"SysAid is making our team and our internal partners even more efficient."

Abdul Nsubuga
IT Systems Support Manager



Two Major Strategic Shifts

When a David Lloyd Leisure employee has a technology issue or request, they contact a frontline support person in the IT department. If need be, it can then be escalated to a second tier within the David Lloyd support team. The issue may then be escalated again, but this time straight to the technology supplier's customer support. The IT team at David Lloyd works closely with those vendors to provide employees the most authoritative support available.

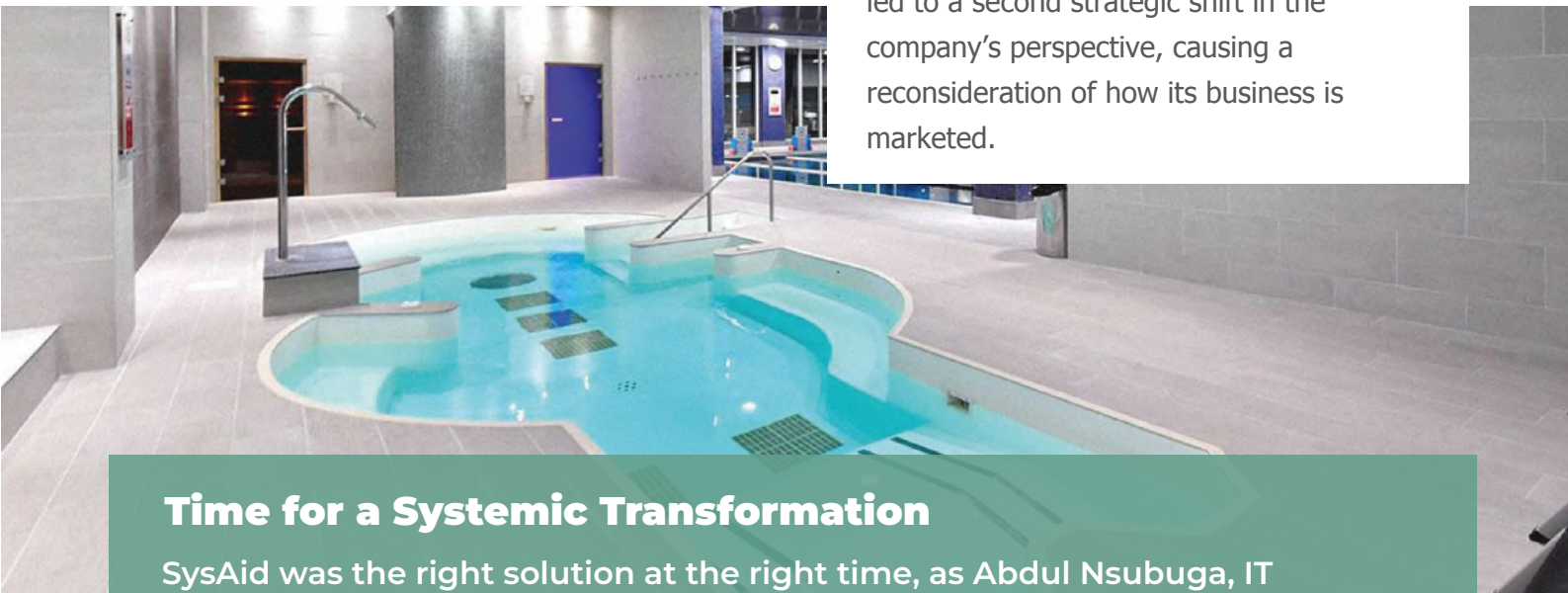
User requests and issues were submitted through emails, phone calls, and walk-ups, while IT services were managed with Excel spreadsheets. There was no efficient way to obtain timely information or identify the root causes of any service challenges, such that accurate reporting, tracking of progress, service improvement, and identification of opportunities were nearly impossible.

Furthermore, with most technical support provided by third-party vendors, they were essentially policing themselves regarding tracking and ensuring service level adherence.

For the David Lloyd IT department, the lack of visibility and cumbersome manual processes posed increasingly critical challenges that needed to be addressed.

Even as the company was considering its first strategic change, the COVID-19 pandemic hit. The impact on the company was dramatic and sudden, with clubs and facilities closed during national lockdowns.

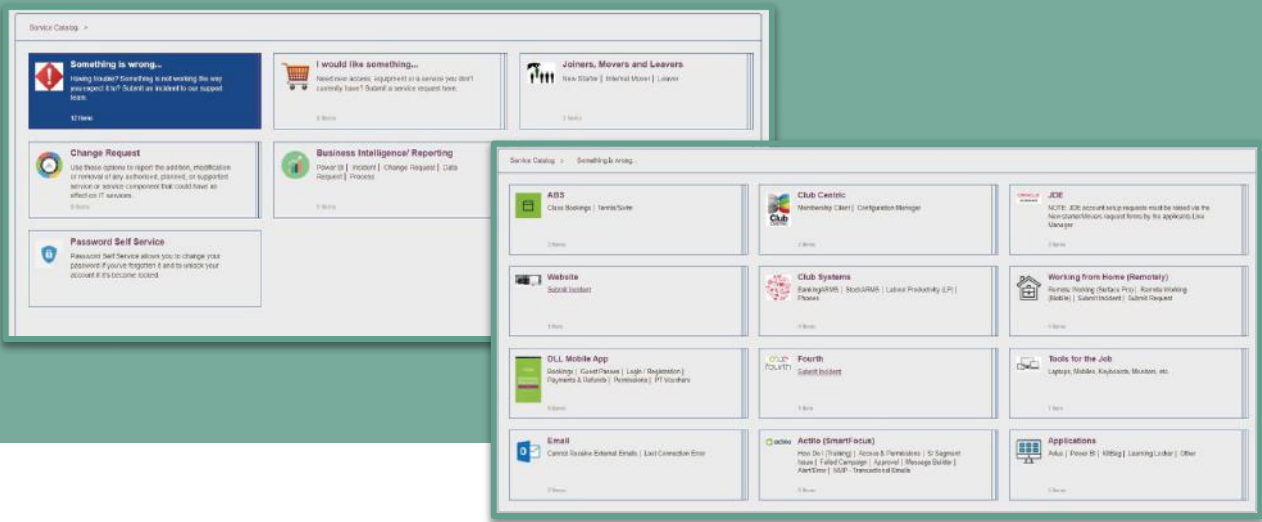
A rapid escalation of David Lloyd's online offerings - such as on-demand video classes and its proprietary app - became imperative. The unprecedented situation led to a second strategic shift in the company's perspective, causing a reconsideration of how its business is marketed.



Time for a Systemic Transformation

SysAid was the right solution at the right time, as Abdul Nsubuga, IT Systems Support Manager for David Lloyd Leisure put it, **"SysAid came in at a huge turning point for David Lloyd's digital transformation strategy".**

The IT operations were to be modernized, moving away from outdated, heavily manual tools in favor of streamlined and robust system management. SysAid was key to that strategy. SysAid is able to support an array of varied IT processes, customized to facilitate work with David Lloyd's many technology suppliers.



Automation & Autonomy

One of the key aspects of the systemic transformation made possible by SysAid is process automation. **The IT team was able to establish automatic routing and escalation rules right from SysAid's initial implementation.**

The company also makes extensive use of SysAid's Self-Service Portal, which all employees are instructed to use to log issues, report problems, or make requests. The portal was set up with multiple authorization and user-dependent views, as well as access to a knowledge base and a self-serve password reset option. David Lloyd saw rapid adoption of the Self-Service Portal in large part due to the decision to "turn off" the option to email the IT department, except for a select few employees.

Robust Reporting, On Demand

David Lloyd has also been able to add accurate and robust reporting with SysAid. The IT department is collating and sharing data on their workload and service level adherence metrics, such as response and resolution times. As most support service is provided through David Lloyd vendors, the reporting is categorized accordingly, with vendor-specific SLAs, and produced by the IT team without the need to wait for the suppliers to produce their own reports.

Designing Solutions for Real Life

In addition to the dramatic changes SysAid introduced into the change and problem management practices, the solution's workflow design capabilities have been applied to the Human Resources department's onboarding process. The Self-Service Portal also provides a "Joiners, Movers, and Leavers" option for opening IT tickets in support of various HR workforce management activities.

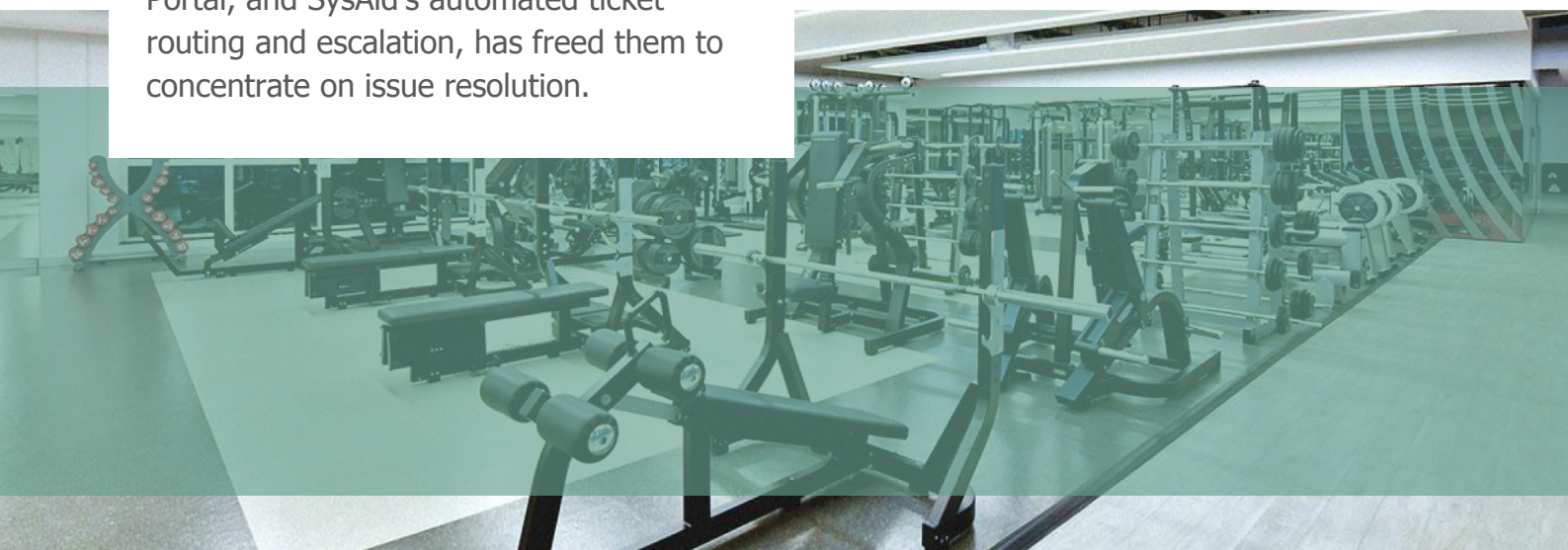
Finally, in the wake of the rapid shift caused by the global coronavirus pandemic, the IT department saw itself become somewhat like an app developer start-up. The David Lloyd mobile app had been a simple booking tool until 2020, but it was quickly made more robust out of necessity. Its current services include tools for trainers to produce content and for members to access content via their devices. The IT department plays a critical role in ensuring the enhanced software is distributed, available, and supported at all times, with SysAid used to assist internal staff with mobile app incidents and requests.

New Insights and Saving Time

The IT department was handling between 1,500 and 2,000 tickets each month until the COVID-19 pandemic hit. Of those, **95% came through the SysAid Self-Service Portal.** The impact was a dramatic reduction in end-user calls and walk-ups to the IT department, along with the complete elimination of emails.

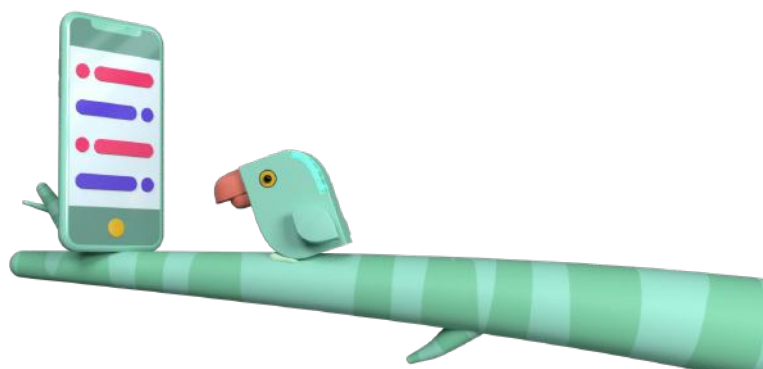
The savings in time has been rapid, as IT personnel need not spend time on the phones or otherwise interacting with users in an effort to create tickets and triage issues. Instead, the use of the Self-Service Portal, and SysAid's automated ticket routing and escalation, has freed them to concentrate on issue resolution.

SysAid also provides insight into IT issues and trends, as well as triggering alerts regarding SLA outliers. **The IT team can now rapidly see where there are service bottlenecks, whether originating in-house or with a vendor.** The drill-down information available can be used to identify the root cause of a problem, based on the ticket history and comments. For collaboration with vendors, the ticket history can be provided as evidence of breaches in agreed SLA commitments.



The result has been faster and more efficient service for end users. Even during the extremely challenging year of COVID-19 lockdowns and work disruptions, the mean time to resolution (MTTR) for IT tickets has trended downward. Both the internal service desk and third-party customer support partners using SysAid have been able to provide solutions for David Lloyd employees when they are needed most.

The SysAid reporting adds a measure of unbiased feedback into David Lloyd's IT service management planning. The enhanced transparency and visibility introduced by SysAid has become a critical component of vendor management, as well.



Ready for Even More Insights and Efficiency

Looking ahead, the David Lloyd IT department is planning to expand its use of SysAid for CMDB and asset management, as well as adding more automation into its workflows. The IT team is also interested in incorporating the SysAid Power BI integration tool, in order to gain even broader insights and reporting.

David Lloyd will be exploring the options for enterprise service management with SysAid, bringing other departments into its workflow management environment.

The first candidates are HR, which has already adopted a SysAid-managed workflow for onboarding, and the Property Management department, who is looking to utilize SysAid for asset management.

In an effort to ensure end users are getting the most out of SysAid, David Lloyd introduced a customer experience questionnaire. However, it has been in limited use thus far and the IT team is intending to encourage user feedback with more frequent, focused surveys and employee incentives for participation.

