



Totalmobile

CASE STUDY

Kelly Group

Streamlining Operations & Increasing Efficiency
with Dynamic Scheduling



Overview

Kelly Group has been at the forefront of the telecommunications sector for over three decades. Beginning with a single cable TV installation in 1985, Kelly Group have built a strong reputation for constructing networks across various industries, including telecommunications, rail, civils, utilities, fleet, traffic management, and energy over the past 38 years.

Facing New Challenges

As Kelly Group expands its operations into new sectors, it faces the challenge of managing increasing service complexity. Their existing bespoke system, while effective in the past, began to fall short in facilitating on-day task routing and handling diverse workloads. This limitation impacted their capacity to secure and expand contracts with high task complexity. Recognising this, management sought a new workforce scheduling solution that could meet their evolving needs and assist in fulfilling their future strategic objectives.



A Strategic Partnership

In evaluating solutions, Kelly Group partnered with Totalmobile to deploy Optimise dynamic scheduling to their 1,000+ field engineers who annually complete over 1.8 million broadband installation jobs across the UK.

What is Optimise?

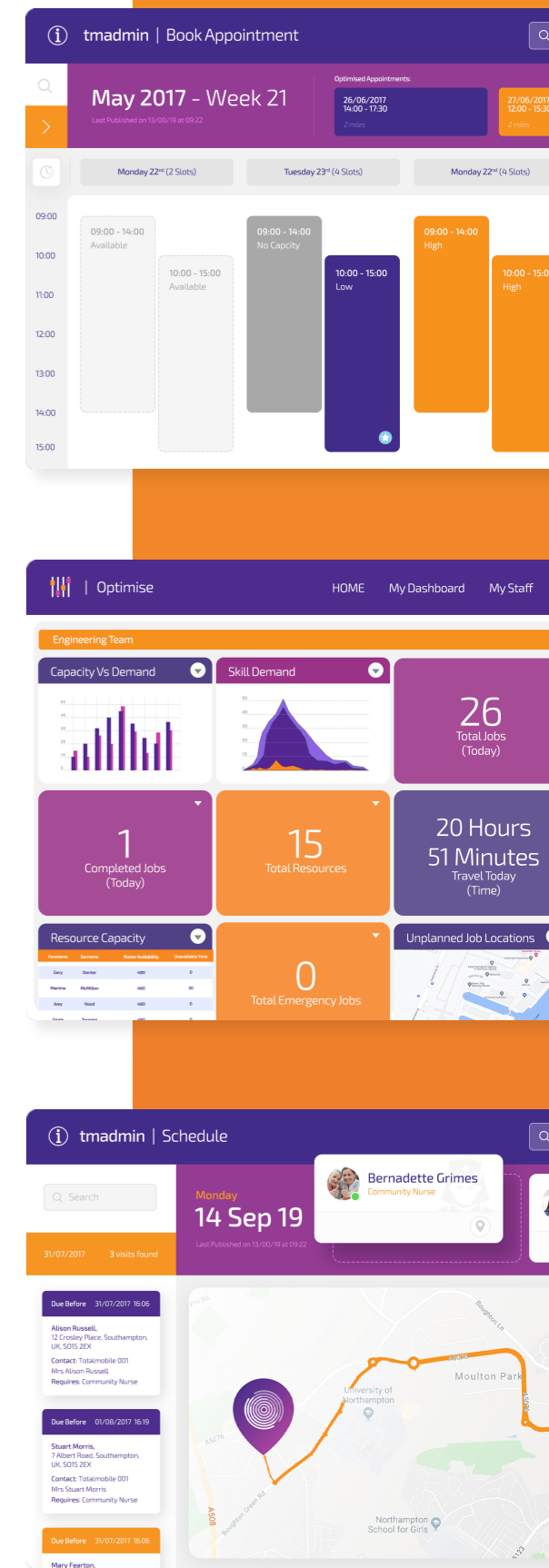
Optimise is a dynamic workforce scheduling solution enabling Kelly Group to better meet new service demands with the resources available. It intelligently creates efficient schedules based on predefined objectives, matching job demands to available resources. This allows for the efficient allocation of staff to meet complex scheduling goals, ensuring rapid response flexibility and maintaining service continuity. This is crucial in the telecommunications industry, where timely service delivery and immediate response to issues are paramount.

Deploying Optimise

Optimise's scheduling dashboard provides planners with multiple dashboards, enabling them to monitor the progression of the planned schedule and track the status of work and individual staff members. This provides additional visibility, understanding, and control over the ongoing delivery of services, especially where new or more complex task types are involved.

The Impact of Optimise

The transition to Optimise has profoundly impacted Kelly Group's operations. Workflow efficiency has dramatically improved, the job completion rate has increased, potential errors have been minimised, and the new process has facilitated more diverse tasks and faster completion times.



This has enabled the following key benefits:



Streamlined Operations: The transition to a dynamic system from manual, spreadsheet-based scheduling has greatly improved their workflow efficiency.



Increased Task Completion Rate and Reduced Errors: The updated scheduling process now takes less than an hour, which has increased the job completion rate and minimised potential errors.



Enhanced Business Scalability: The efficiency of the new process has allowed for handling a more diverse range of tasks and faster completion times, fostering business scalability.



Improved Customer Retention and Growth: The increased service level has aided in winning and retaining customers and also expanded their high-value contracts.



Better Work-Life Balance for Employees: The efficiencies gained have improved the work-life balance of field-based engineers by reducing travel time and enabling earlier work completion, leading to a happier and more balanced workforce.

Jason Chandler, Senior Operations Director at Kelly Group, has praised the benefits of Optimise:

"The best part about Totalmobile Optimise is that the schedules are calculated and ready to go in just 15 minutes. Our managers no longer need to spend their weekends preparing for the week ahead."

Rob Gilbert, Managing Director for Commercial & Infrastructure at Totalmobile, echoed this:

"Prior to working with Totalmobile, Kelly Group relied on a manual scheduling process – now Optimise frees up managers to support their teams while it takes care of their schedules."

Transforming Work-Life Balance

One of the most significant benefits of Optimise has been its impact on the work-life balance of Kelly Group's engineers. By evenly scheduling jobs across the team, all engineers now finish work at the same time. Jason Chandler noted, "Thanks to Totalmobile, all of our engineers now finish work at the same time because the jobs have been scheduled evenly across the team. Work-life balance is important to us, and Totalmobile Optimise is helping us make it a reality."

The Relationship

The partnership between Kelly Group and Totalmobile has been instrumental in supporting Kelly Group diversify its services and handle more complex contracts. As the company continues to grow, the need for an automated dynamic work scheduling solution becomes increasingly urgent. Totalmobile's Optimise was the answer.

Hugo Sweeney, IT Director at Kelly Group, complimented Totalmobile's adaptability: *"When we looked at Totalmobile to support us, there was a feeling in my operational team that they could embrace any scenario we put to them..."*

The collaboration between Kelly Group and Totalmobile has been marked by a shared commitment to delivering the best possible solutions. **Jason Chandler, Senior Operations Director at Kelly Group, highlighted this collaborative spirit:** *"I would definitely recommend Totalmobile, I think the engagement and the collaboration between the two teams have been really good and I think there's been real passion from Totalmobile to get involved and deliver what we needed..."*

Reducing Carbon Emissions with Optimise

In the telecommunications sector, field engineers often travel extensively to provide services, which can result in substantial carbon emissions. However, with Optimise's intelligent scheduling, Kelly Group has minimised unnecessary travel.

By creating efficient schedules that maximise job completions and minimise travel, Optimise ensures that engineers spend more time delivering services and less time on the road. This not only increases productivity but also significantly reduces the carbon footprint of their operations.


This commitment to environmental sustainability aligns with Kelly Group's broader corporate responsibility goals. By reducing travel time and thus lowering carbon emissions, Kelly Group is not only improving its service delivery but also contributing to a more sustainable future.

Looking to the Future...

Looking ahead, the partnership between Kelly Group and Totalmobile promises to continue driving efficiencies and improving service delivery. **Rob Gilbert, Managing Director for Commercial & Infrastructure at Totalmobile, is optimistic about the future:** "When Kelly Group experienced a rise in workload, our Optimise solution was a vital element in ensuring that jobs could be allocated to engineers fairly, so that all work can be carried out more efficiently."

What's Next?

To learn more about our products & solutions you can:

-  visit <https://www.totalmobile.co.uk>
-  email marketing@totalmobile.co.uk
-  or call us on +44 28 9033 0111

