



## Case Study

# Serco London Cycle Hire Scheme



### The Client

TfL awarded Serco a £140m contract in August 2009 to design, develop and operate what would become known as the London Cycle Hire Scheme. The introduction of a cycle hire scheme was viewed as a way to make short trips in central London faster and simpler, solving issues such as access to a bike, secure parking, fear of theft, maintenance and storage.



### Macfarlane and Serco

Creating a public bicycle sharing scheme came with real challenges, including an extremely tight timescale and intense public interest and scrutiny. Macfarlane were selected over other competitors to provide a contact centre system capable of serving such a high-profile contract providing Automatic Call Distribution, Interactive Voice Response, Call Recording, Real-time and Historical Reporting, and Computer-Telephony Integration to the Customer Relationship Management system. Macfarlane were chosen for their ability to:

1. Work flexibly and in a collaborative partnership approach
2. Adapt to evolving business requirements
3. Adopt a leadership position within the sphere of contact centre technology
4. Provide rich features with the ability to integrate with other systems

Having provided contact centre systems previously for Serco for a UK Local Council and for the Business Link in London contract, Macfarlane had proved their ability to work with Serco successfully and provide a robust high-quality system that was easy to use and configure by contact centre staff without the need for intensive IT skills.

This provenance, combined with the fact that other competitors were unable to match Macfarlane's timescales for implementation, nor provide the bespoke integrations requested at an attractive price, led to Macfarlane being selected as the London Cycle Hire Scheme contact centre system supplier.

## The Journey

Macfarlane's project team worked closely with Serco over the months leading up to go-live. Macfarlane was asked to provide a leadership position amongst the other involved parties on behalf of Serco to ensure that the plan was executed correctly, given their comprehensive experience in the contact centre sphere and their ability to share the Serco project team's vision and translate this into reality.

Macfarlane provided staff over the course of the week prior to go-live on an overnight basis to ensure that the project stayed on target and the go-live date met, adding an extra level of reassurance and confidence to Serco's project management team.

*"Macfarlane have performed exceptionally well, sometimes under extreme pressure, and have provided reliable products backed up by a knowledgeable and customer focussed level of service."*

*Ben Woodrow, Serco Service Manager for the London Cycle Hire Scheme.*



## The Benefits

The launch of the scheme was a success for Serco and TfL with it gaining recognition as an iconic and innovative initiative. In the first three months of operation more than one million journeys were made and more than 100,000 people signed up as members, a figure that has now risen to around 150,000 members. Usage by London's cyclists and visitors is still increasing, recording record hires during the London 2012 Games and passing the 15 million hire mark.

The scheme has won industry awards for innovation in design, transport and outsourcing. Judges for the Chartered Institute of Highways and Transportation awards noted:

*"There are many other cycle hire schemes in place in the UK and worldwide, but the scope of this project in scale and compressed programme is remarkable, reflecting innovations in process and technology."*

Serco have retained and engaged Macfarlane to provide additional features and services to the contract for the next phase of the scheme.

The Macfarlane Contact Centre system is at the very heart of the scheme, and is continuing to enable Serco to provide a first-class standard of customer care to London's cyclists.