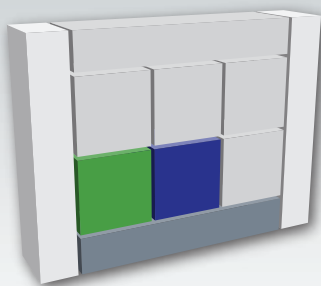


Claromentis helps foster a sense of belonging across the Tussauds Group

The Tussauds Group



Claromentis™ Framework

Industry sector

Leisure

Technology application

Intranet

Customer requirement

Fast and cost-effective employee communications to help foster a sense of belonging across the Tussauds Group

Solution

- Claromentis™ Portal environment
- Claromentis Enterprise Content Manager application
- Claromentis Document Manager application

Benefits

- Faster, more cost-effective employee communications
- Impressive staff uptake of the Intranet due to relevant, useful functionality
- Increased collaboration across the Group
- Foundation for future developments to promote cohesiveness and efficiency

Welcoming approximately 15 million visitors each year, the Tussauds Group is one of the world's leading leisure companies - and the largest in Europe. Over 6,500 staff work at visitor attractions in the UK, Germany, Holland, United States, China and Hong Kong, with well-known venues including Madame Tussauds, Thorpe Park and Alton Towers.

Although each venue has its own staff communications programs, the Group's management aims to foster a sense of belonging to the wider Tussauds organization. To promote this, printed updates were sent to staff several times a year - but this was proving problematic.

"There were drawbacks with relying on paper-based communications," explains Chris Dare, Group Head of IT for the Tussauds Group. "As well as incurring substantial print and distribution costs, it was also time-consuming, which meant that news was often out of date by the time it reached employees."

Group-wide Intranet

To provide a cost-effective and efficient way to keep staff updated Tussauds decided to develop an Intranet. "Initially, we attempted to introduce a solution using internal resources," says Mr Dare. "However, because the content was not always relevant, staff uptake was poor. To ensure that staff logged on regularly we needed a system that not only kept employees updated, but also provided them with useful tools to help them with day-to-day tasks."

Tussauds brought in IT consultancy CCL to help define requirements for the new Intranet - christened Tigger - and recommend a suitable solution. "As CCL are completely independent, we knew we could trust them to choose a supplier that would be the best fit for us," comments Mr Dare.

Graham Denny from CCL also explains the choice of Claromentis: "We were looking for an open-source solution that would allow us to stretch the boundaries of the Intranet's capabilities, as well as integrating with existing applications. The Claromentis Framework offered the customizability and flexibility we wanted - and we found the Claromentis team very receptive to new ideas."

Incremental approach

To get the project off the ground workshops were held to gather staff input. "The Claromentis team took the trouble to understand Tussaud's workflows and processes to ensure that the solution fulfilled our precise needs," comments Mr Dare. "This was a key factor in the project's success."

"The Claromentis Framework offered the customizability and flexibility we wanted - and we found the Claromentis team very receptive to new ideas."

Graham Denny, CCL





The Tussauds Group

Following this consultation period an Intranet solution was developed based on the Claromentis Framework. Incorporating information management and collaboration tools, provided within the Claromentis Portal environment, this solution includes a fully integrated content management application to enable staff to keep the Intranet updated with the latest information. It also offers a document management application that provides advanced version-control and revision history features.

Claromentis recommended an initial proof-of-concept launch before a phased roll out of the solution, and the Group's Central Support unit at Chessington in Surrey was selected as a pilot site. "The launch was extremely successful," says Mr Dare. "Staff found the functionality within Tiggles useful and easy to use - they really bought into it."

Customized features

Tailored functionality ensures that Tiggles is relevant to employees, encouraging them to use it on a regular basis. "Staff can access a customized dashboard tool showing near-real-time visitor figures for selected attractions," explains Mr Dare. "As visitor figures are an important performance indicator throughout the organization, this feature is of particular interest and offers a real incentive to log on. In addition, the dashboard is an invaluable tool for managers and operational staff, enabling them to respond quickly and appropriately to peaks and troughs in visitor numbers to maintain high service levels."

Customized interfaces also help to make Tiggles more relevant to employees, with different views according to roles and sites. "As the interfaces are easy and quick to customize we can also update them regularly to create interest," says Mr Dare. "For example, during the festive period Tiggles displays a seasonal Christmas interface."

Cost-effective communication and collaboration

As more sites go live staff are using more of the collaboration tools provided by Tiggles to communicate with colleagues at different venues. Project teams working across several attractions are already using version control features to help them collaborate on document creation.

"We anticipate that the forum functionality will also be increasingly used by staff working in similar roles at different sites for exchanging ideas," says Mr Dare. "Over time, this will help us leverage valuable knowledge and expertise across the Group."

Tiggles has now evolved from a staff communications platform, to a solution that helps staff to do their jobs. For example, call centre staff at the Central Support unit can access information about package availability and accommodation. "We are also looking at using more of the functionality provided within the Claromentis Portal environment - such as the holiday planner - to automate more business processes," says Mr Dare.

Ongoing partnership

According to Mr Dare the Intranet is as an ongoing project. Planned developments include incorporating Extranet functionality to enable collaboration with external partners; increased integration with other software solutions, and a roll out to Asia using multi-language interfaces.

Mr Dare concludes: "We will continue to partner with Claromentis as we develop our Intranet solution - helping our staff work more efficiently and cohesively, and encouraging them to take pride in their membership of the Tussauds Group."

"The Claromentis team took trouble to understand Tussauds' workflows and processes to ensure that the solution fulfilled our precise needs."

Chris Dare, Group Head of IT, Tussauds Group

About Claromentis

At Claromentis, we are passionate about creating practical solutions that deliver real business value to our customers. With a world-class development team and experienced consultants, we combine cutting-edge software with a wealth of commercial as well as technical expertise.

Since 1998, we have worked with a diverse range of organizations across multiple industry sectors, staying at the cutting-edge of the industry through continued investment in research and development, and an emphasis on continuous improvement. Our mission is to provide solutions that fit your business, rather than expecting your business processes to fit our solutions.

Contact us

For further information on any Claromentis products and services, please call us on +44 (0)1825 712888, email us at info@claromentis.com, or visit www.claromentis.com

IT works. The way you do.

