

How a government  
department increased  
productivity and  
reduced staff costs

A government department needed to reduce its staff costs but it couldn't afford to let its productivity suffer. Manpower promised to cut bills – as well as actually increase productivity.

### The **challenge**

A government department offered Manpower the opportunity to tender for the management of its secretarial and typing service. Previously, this had been run in-house, but the Newcastle-based department was attempting to reduce costs.

As Manpower proposed it would cut the number of staff by more than half – from sixty-five to twenty-seven – whilst also improving productivity and quality service levels, it was not surprising the department opted for Manpower's Newcastle branch to handle the contract.

I CAN

...and I have

# Meeting the challenge

## The solution

Manpower knew that recruiting the right staff and providing them with the necessary training was key to the success of the contract.

All staff received Manpower Skillware training – a programme which includes the world's most effective training for wordprocessing, spreadsheet, presentation graphics, e-mail and the Internet – as well as Qualitiplus training, which teaches good customer service command.

“Our commitment was to continuously improve employees' skills,” explains Jane Ennis of Manpower's Newcastle branch. “We also introduced a much more customer focused environment, where all typists were encouraged to answer phones professionally and develop a relationship with customers.”



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## The benefits


The excellent results of Manpower's initiatives speak for themselves. These include:

- A 66% reduction of staff salary bills – a saving of £1/2 million per year for the department.
- Despite the significant reduction in staff, productivity was increased by as much as 30%. Manpower introduced staff pay rises linked with individual productivity.
- The accuracy target of 98% was consistently exceeded, with a 99.6% achievement every month.
- Throughout the duration of three-year contract period, Manpower retained 97% of staff.
- Supervisors were encouraged to do service evaluation reviews with the main customer users, to look at how the service could be continually improved.


- Manpower immediately achieved a deadline of a two hour turnaround for all work (compared with the previous average of forty-eight hours).

“Our emphasis was on fast production of accurate, quality work,” says Jane. “We created a highly professional and productive working environment, where staff took pride in their work and were focused on customer satisfaction.”

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