

WDF operates 88 stores in the UK and the Channel Islands, primarily at airport locations, ranging from some of the smallest regional airports through to Heathrow, the world's biggest International airport - and everything in-between.



WDF's philosophy is based on an exceptional focus on the customer, which starts with extensive customer insight gained from research, backed up by operational experience built up over the past decade. Given the nature of WDF's customers, it's vital that the shopping experience is a positive one, and that crucial store systems are available to support that delivery.

Bruce Craig - Information Services Manager for WDF explained - "Our customers are typically in transit, time-constrained and have a high propensity to spend. As such we need our store systems to be highly available and operate efficiently throughout our trading hours, which are often significantly longer than those on the high street"

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BRUCE CRAIG
Information Services Manager for WDF

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In February 2011, WDF transitioned the support of all store-based EPOS hardware to Barron McCann, on the basis of securing a higher level of service than was previously delivered by other service partners.

In the first month, BMC delivered 95% SLA against a 90% target - a significant improvement on the service delivered by the previous suppliers and in the ensuing months, Barron McCann has consistently over-delivered against the contracted target.

“A great deal of planning work took place ahead of the service migration and to me this was the key to the transition being so seamless. The transition provided us with a significant service improvement from “day one” and the subsequent service level has been beyond our expectations” said Bruce Craig.

“With other suppliers we had to anticipate short-falls in the service - diverting us from other tasks at hand. With Barron McCann, we know that they will deliver the service in question - so our staff can focus on other key tasks. They have also added value by working with us to resolve long-term technical issues which will in turn, provide direct benefits to our customers”



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