

The logo for 'getronics' is displayed in a bright green, lowercase, sans-serif font. The letter 'o' is stylized as a circle with a dot inside.The 'Clarks' logo is shown in a white, cursive script font, set against a dark background above the store entrance.

Getronics provide a dedicated Service Desk and Break-Fix Service for all the UK branches of the world's number one everyday shoe retailer

Company Profile

Clarks are the world's number one name in everyday footwear. There are 1400 Clarks stores worldwide, 450 of which are operated under franchise, making them the largest everyday shoe retailer in the world.

Locations

Clarks' Head Office is based in Street in Somerset. They have stores in Europe, the United States and the Far East, and manufacturing plants in India, Brazil, Cambodia, China and Vietnam.

Activities

Clarks, who have been in business since 1825, design and manufacture shoes. They sell 50 million pairs annually. In 2010, Clarks' profits exceeded £100 Million, with sales of nearly £1.3 billion.

Challenge

To provide a seamless Service Desk and break-fix service to support Clarks' retail branch network.



Sector: Retail & Wholesale, Manufacturing

Solution: Service Desk, Break-Fix

Company Profile

C. and J. Clark International Ltd, trading as Clarks, are a British, international shoe manufacturer and retailer based in Street, Somerset. The family owned business was founded in Street in 1825, when James Clark made a pair of slippers out of sheepskin from his brother's tannery.

Today Clarks are the world's number one in every day footwear. Their success has come from a commitment to individual design, exceptional comfort, premium quality and expert service. Clarks have stores in Europe, the United States, and the Far East, and manufacturing plants in India, Brazil, Cambodia, China and Vietnam. There are 1400 Clarks stores, 450 of which are operated under franchise, making them the largest everyday shoe retailer in the world. In 2010, Clarks' profits exceeded £100 Million, with sales of nearly £1.3 billion. Clarks are still growing - opening new Clarks stores in international markets, in partnership with companies that share their vision and passion for the Clarks brand.

The Challenge & Objectives

In 1994, Clarks sought an IT partner to provide a service desk and break-fix service for the point of sale terminals in all their UK retail branches. Clarks needed a partner who could provide a seamless service that would be integral to their business. This partner would need to quickly understand the pressure on Clarks' branch managers and the environment in which they worked, in order to be their IT experts.

"The unique retail skills and delivery model provided by the Getronics crc team in Glasgow was one of the major factors in clarks' decision to renew our contract with Getronics. The crc's detailed understanding of our business and ability to operate as a seamless extension to Clarks' retail it operation, combined with consistently high levels of service delivery, certainly positively influenced our decision to remain with Getronics for a further 5 years".

Rob Morgan, Group Director Of It Services, Clarks

The Getronics Solution

Getronics, who were chosen by Clarks as their partner, assembled a dedicated and focused team to provide Clarks' service desk and created the Clarks Response Centre (CRC). Since its formation, the CRC, dedicated service desk, has provided all of Clarks' IT branch specialist retail support (1st, 2nd and 3rd level) to their 633 stores across the UK and Ireland. The CRC is a single point of contact for all Clarks branches and acts as a seamless extension of Clarks' internal retail IT team, capable of flexing up and down in response to retail seasonal demands (for example, the back to school seasons are a particularly busy period). If the CRC is unable to fix the issue, they co-ordinate the 3rd party resolver groups to fix it within a defined service agreement (SLA).

In addition to creating the the CRC, Getronics have since the beginning of their relationship with Clarks, provided a hardware break-fix

service for the point of sale terminals in all their UK branches. When Clarks introduced their specialist 3D Foot Gauge, Getronics took on the responsibility for its repair at all UK branches. Getronics have also provided project services for Clarks, including the complete roll out of their latest EPOS system.

The Future

Clarks have recently renewed their support contract with Getronics for a further five years. In addition to continuing to supply key services in the UK, Getronics is supporting Clarks' growth throughout Europe by providing support in Germany, with additional European countries to follow.

Why Getronics?

Getronics are a longstanding trusted partner to Clarks, expert in their understanding of their high pressure retail business. Clarks view Getronics as far more than an outsourcer, but rather as a seamless extension of their internal retail IT team.

"Clarks are delighted that we have extended our long term relationship with Getronics. The new deal should be seen as confirmation of our belief in the quality and value of the services provided, coupled with an excellent team of dedicated personnel. Clarks have a very ambitious 5 year plan, which will see us grow into a truly global brand. It is vital that throughout that transformation we have dependable partners to work with; to look after business as usual and adapt to changes".

Alistair Smith, Store Systems Manager, Clarks

ABOUT THE GETRONICS FAMILY: The Getronics family, comprising the Connectis and Getronics brands, has a complete portfolio of integrated ICT services for the large enterprise and public sector markets. This includes Workspace, Applications, Unified Communications, Data Centre, Cloud, Consulting, Partner Technology, Managed Services and Security. www.getronics.com. Getronics is a lead in the Global Workspace Alliance, a unique model that provides customers with a consistent IT service throughout the world, with one single point of contact and billing entity. www.workspacealliance.com