Weetabix choose Marval MSM to transform its support services

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Leading UK cereal manufacturer, Weetabix Food Company, has selected Marval for the provision of its service management software solution, MSM, to support its drive for service optimisation and improvements, and delivering services more closely aligned with the ITIL good practice framework.

“We are strengthening our processes and procedures and transforming the way we deliver our support services to meet current and future challenges. We are enhancing the customer experience whilst working smarter and building a scalable function to support all areas of the business”, explained Ian Price, IT Service Delivery Manager, Weetabix.

He continues: “We were not only looking for a software solution but also a company we could work with to help implement a service portfolio, standardise workflows and embed a culture of continual service improvement.”

Other key objectives for the Weetabix IT delivery team were to

- Roll out self-service
- Transform IT into an enabler to the business whilst improving the service offerings and the customer journey
- Capture all interactions with customers
- Deploy service reporting to demonstrate business value
- Increase process automation and smarter working practices
- Build stronger relationships between the IT department and customers
- Define and implement internal service level targets
- Extend service management into other business areas such as HR and Legal

Weetabix drove an aggressive implementation timeline, with the introduction initially of key ITIL processes, a comprehensive self-service portal and a goal of Sarbanes-Oxley (SOX) compliance (corporate governance and accountability) within six months.

About Weetabix Food Company

Weetabix Food Company makes Weetabix, the UK’s number one selling, most trusted and most recommended cereals. It is home to some of Britain’s most famous and iconic brands including Weetabix, Weetabix Minis, Alpen, Weetabix On The Go Breakfast Drink, Ready Brek, Weetos and the popular Alpen bars.

The organisation is owned by Post Holdings Inc., a consumer packaged goods holding company. Weetabix Food Company has been proudly fuelling families around the world for the past 85 years with nutritious cereals and snacks produced in Burton Latimer, Corby and Ashton. The company which has its global headquarters in Northamptonshire, operates across South Africa, Kenya, Germany and Spain and exports to more than 90 countries around the world.

About Marval

Marval is committed to the ongoing development of integrated service management software, backed by comprehensive consultancy, education and a fast, mature implementation approach. With a strong customer focus, its solutions are designed to improve service quality, productivity, customer satisfaction and reduce costs. The MSM solution is used by internal and external support teams, plus outsourcing and managed service providers.

Marval is a major practitioner, innovator, thought leader and contributor to good practice and standards in IT Service Management (ITSM) and is co-author of ITIL and ISO/IEC 20000. It has been helping customers deliver service excellence since 1989 and understands what it takes to become a world-class service team.

Marval is accredited against the worldwide standard for ITSM - ISO/IEC 20000 and the international quality standard for information and data security - ISO/IEC 27001.

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