Case Study: Ladbrokes Coral

Executive Overview

Company
Ladbrokes Coral Group
(owned by GVC Holdings)

Headquarters
London, England

Industry
Recreation

Products and Services
Multi-channel betting
and gaming

Web Sites
https://sports.coral.co.uk/
https://www.ladbrokes.com/

Solution
Forecasting & Scheduling
Mobile

Objectives
- Reduce labor spend and minimize cost of operation
- Automate manual, inefficient scheduling process
- Improve visibility of schedules and availability across shops
- One single provider for workforce scheduling across business units

The Solution
- WorkForce Software Forecasting & Scheduling
- Seamless integrations with Oracle HCM Cloud
- Self-service and mobile access for employees

Key Benefits
- More accurate time capture and reduced payroll leakage
- Optimized schedules with systematic enforcement of overtime policies
- Reduced time for managers to create and review schedules
- Improved visibility of schedules and staff availability across retail outlets
- Greater employee satisfaction with access to schedules online or via mobile device

18,000+
Employees

98%
Reduction in
payroll inquiries

Millions
In labor cost savings

"Our managers have more time to focus on improving the productivity of their store and mentoring their staff, and they have access to data that allows them to make strategic decisions on how to run their shops."

Louisa Woodward, Senior Productivity Manager

Ladbrokes Coral Scheduling Challenges

Ladbrokes Coral Group is a UK-based betting and gaming company with approximately 18,000 employees, 3,500 retail shops and a strong online presence. The company was formed in 2017 through the merger of Coral and Ladbrokes, two competing UK-based betting and gaming companies.*

Before using WorkForce Software, Coral's employee scheduling processes were manual and labor intensive with paper schedules and timesheets. There was no way to confirm that schedules and payroll were accurate or to report on how the workforce was performing.

Coral's 1,600+ shops spanned over 70 areas across the UK with 20 managers and 2 senior managers involved in creating and finalizing the schedules in each area for over 9,000 employees.

Coral's shop managers manually created schedules each week and called them in to their senior manager over the phone. The senior manager reviewed and collated all schedules for their area and then they were printed and sent via post to each shop.

Employees would need to come in to the shop or call the manager to view their schedules. If there were any issues with the schedule, the manager would have to call the senior manager to make adjustments and identify replacements if needed.

Employees were paid based on their contract unless something different was reported. There was no way to accurately track employee absenteeism or variances which resulted in considerable payroll leakage. Reporting capabilities were also extremely limited and manual.

The Ladbrokes side of the business had another scheduling solution for their 10,700 employees and 1,900+ shops. Although the system was automated, there was still a high volume of payroll inquiries and shop managers did not have visibility to schedules for other locations.

* In 2018, Ladbrokes Coral was acquired by GVC holdings but continues to operate under the Ladbrokes and Coral brands.

WorkForce Software Was Selected Twice!

In 2011, before the merger, Coral went to market for a solution to automate its workforce management process. Coral selected WorkForce Forecasting and Scheduling because of it's flexible solution, visually appealing and easy to use interface, and the collaborative approach Workforce offered to help Coral solve its unique business requirements.

With the merger of Ladbrokes with Coral, the company had two different solutions providing similar capabilities. Consistency across the organization was important so it wanted to select a single vendor for its workforce management processes.

After a thorough re-evaluation and selection process, Ladbrokes Coral chose WorkForce Forecasting and Scheduling a second time to be used across the entire company by its 18,000 employees and 3,500 shops.

WorkForce was chosen because of Coral's strong collaborative relationship with WorkForce Software and because Ladbrokes Coral felt that WorkForce Software was the most flexible solution to support future changes in the business.

" It was important to us that our provider listened to our needs and helped implement a solution that would grow with our business. During our evaluation of vendors, WorkForce Software stood out because they were willing to engage their product and services teams to collaborate with us to find solutions to our unique requirements."

Jackie Mcarthur, Productivity Manager

Labor Costs Reduced by Millions

WorkForce Software Forecasting & Scheduling has allowed Ladbrokes Coral to reduce labor costs by millions and operate its business much more efficiently.

Managers can now quickly produce an optimized schedule online, and senior managers can login to review and approve the schedules for their areas. Managers can also easily view schedules for other shops and plan as far in the future as needed.

By minimizing the time spent administering schedules, managers can focus on a more strategic approach to managing their shops and mentoring their employees to meet business KPIs.

Ladbrokes Coral managers can now optimize schedules with controls in place to ensure that they stay within budgeted hours allocated to their shop. Managers have visibility into the impact of schedule changes on their budgeted hours, so they can make necessary adjustments real-time. Systematic enforcement of overtime policies has significantly reduced wasted hours and overtime costs.

Better visibility into schedules and staff availability, and tools to prevent overlapping shifts, has enabled to managers to borrow staff from other shops and use labor more efficiently.

Employees now clock in and out using fingerprint biometrics which has ensured accurate hours are captured and greatly reduced payroll leakage.

With WorkForce Software Forecasting & Scheduling, employees have access via web browser or mobile app to view their schedules, set availability, and see who they will be working with. Providing staff with greater visibility and input on when they work, had resulted better work/life balance, increased employee engagement.

Payroll inquiries also dropped 98% after the Coral implementation and 30% on the Ladbrokes side of the business due to more accurate capturing of time and greater schedule visibility across the board.

A Future-Proof System for Ladbrokes Coral

Reporting is also greatly improved with WorkForce Software Forecasting and Scheduling. Ladbrokes Coral can report at the individual, shop, and corporate level with the push of a button.

WorkForce and Ladbrokes Coral worked together to develop custom reports to meet unique requirements of the business which supplement the library of pre-built standard reports that come with the solution.

Ladbrokes Coral and WorkForce Software are also collaborating to automate a robust Scheduling Audit report to provide better visibility to company performance against KPIs at any moment in time.

Ladbrokes Coral employees were empowered to manage and support the solution internally. In-house experts can communicate effectively with WorkForce to continue to identify ways to leverage the solution to its full capacity.

By automating manual processes in a flexible, rules based system, Ladbrokes Coral has a future-proof system that can continue to evolve with changing needs of the business.

" Our workforce evolved from a labor intensive and manual process to an efficient, easy to use digital experience with WorkForce Forecasting and Scheduling. The solution has minimized payroll errors, improved productivity, and reduced labor costs – all while helping colleagues achieve a better work/life balance by giving them greater visibility into future rosters and tools to indicate availability or request time off"

Louisa Woodward, Senior Productivity Manager

About WorkForce Software

As the leader in cloud-based workforce management, WorkForce Software is 'Making Work Easy' for employers around the globe. Our tailored solutions empower enterprise and mid-sized organizations to fully automate time, labor, and workforce scheduling processes, simplify absence management, and enable strategic business insight. With seamless integration and real-time visibility, WorkForce Software helps organizations tackle their most complex policies and compliance concerns, so they can reduce costs, maximize efficiencies, and improve employee satisfaction.

For more information, visit www.workforcesoftware.com.