

## case study

# CPI IN JUST 12 WEEKS

High street retailer achieves roll out in record time



“The launch process for Signet is now so dramatically reduced that it has allowed us to deliver more stores in a single year than ever before which is fantastic. The team at Evolve I found to be highly efficient and totally immersed in our business and the project from day one - they listened to our requirements and delivered on budget and on time.”



Positive culture shift



Improved processes



Huge time savings



### PROBLEM

- Issues across supply chain which were neither being owned nor resolved
- Issues used as an excuse for lack of performance or long lead times.
- Processes too complex and inefficient
- Lack of central control

### SOLUTION

- The Simplicity Programme was introduced to educate the workforce in Continuous Process Improvement (CPI).
- Programme was linked to individuals' objectives to ensure buy in and accountability.
- CPI champions identified across the business who were then educated in the tools and techniques of CPI over a 6 week programme
- Champions logged and prioritised ideas to be 'fixed' based on business benefit and

### BENEFITS

- New culture created where people could 'be bold', 'ask questions' and 'challenge' in a safe environment.
- Staff encouraged to 'solve problems' rather than 'avoid' them.
- Communication between the commercial and operational teams improved significantly
- The tools gave them the ability to view 'complex' processes more simply.
- Store launch process re-engineered across all functions, reducing it by 14 weeks

### ABOUT SIGNET

Signet are the largest speciality jewellery retailers in the UK. Their Head Office is located in Birmingham and they operate in over 500 UK stores.



**evolve**  
listen transform enrich