

CASE STUDY

Reaching new heights in frontline workforce operations

Customer: Serco Group

Location: Dubai, UAE

Industry: Transport & Logistics

Supplying best-in-class Workforce Optimisation to more than 1,000 frontline customer service staff at Dubai International Airport; enhanced connection and automation through the nimbus mobile app.

At a glance

Challenge

- Facilitate digital services and technology adoption for over 1,000 frontline operations staff.
- Optimised and automated rostering processes, while ensuring a skilled and knowledgeable workforce.
- Support staff engagement and communication via mobile workforce interactions.

The Challenge

Serco Group is motivated to make a positive difference for citizens across its broad global client base, with this ethos running deep throughout the organisation. Their mission is to deliver and transfer emerging best practice, service innovation, and performance improvements for the public services they manage.

Continuing to deliver world-class customer service experiences, Dubai Airport employed Serco to ensure its human resources and technology stack were engineered to sustain future growth.

As part of the contract, Serco needed to implement cutting-edge technologies to initiate the dynamic deployment of staff and empower the provision of a continually trained and knowledgeable workforce.

With unique insights and research realised by Serco's in-house customer experience and service design agency, ExperienceLab, the new Dubai Airport contract will provide optimised workforce solutions for over 1,000 hospitality and customer service staff, across key touchpoints within the airport's facilities.

This new contract between Serco and DXB will be delivered over a five-year period.

At a glance

Solution

- A cloud-first solution, delivering an integrated mobile app to ensure real-time interactions between management and staff.
- Ability to manage on-the-day forecast vs requirements across all service lines for each terminal.
- Integrated Group Clocking feature to provide insights into operations and a snapshot of shift performance.

The Solution

With the increased need for Workforce Management software during the turbulent COVID-19 period, Serco selected nimbus Time2Work to streamline the workforce processes within Dubai Airport's terminals and Dubai World Central, enabling management and ground staff to evolve and adapt.

A key strategic technology element of the Dubai Airport project, nimbus Time2Work delivered a cohesive, cloud-first solution to manage all scheduling requirements, while signaling improved connection for all staff.

With compliance at its heart, nimbus Time2Work ensured an automated integration of employee contract hours into scheduling templates and outcomes, providing transparency and security in business processes.



Serco has enabled a digital-first workforce operation at Dubai Airport, always ensuring the needs of the contract through mobility, smart scheduling, and secure connection.

There have been significant benefits in administering the nimbus Time2Work solution:

- Mobile clocking in / out of schedules.
- Geo-location fencing to ensure security around shift start/end times.
- Ability to manage on-the-day forecast vs requirements across all service lines for each terminal.
- Dashboards configured to reflect Late / Absent staff.
- Group clocking to provide real time snapshot of performance.
- Robust reporting feature to understand every layer of the workforce; provides deep insights for future workforce planning and training.

At a glance

Results

- Tomorrow's mobile workforce solution, today - easy-to-use for all staff to interact with their working environment.
- Staff timesheets, attendance data, and performance insights now all instantly connected.
- Project delivered both remotely and on-site, showcasing the flexibility in configuration as well as enabling Serco to adapt on-the-go.

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The Result

With the use of nimbus' Time2Work smart scheduling solutions, and geo-location fencing technology, hospitality staff can now timesheet on specific mobile devices, with attendance data transferred in real-time to their schedules within the Dubai Airport site.

Deployed during the peak of COVID-19, a substantial amount of the initial architectural works were able to be successfully implemented remotely. This showcases the flexibility and scalability in configuration and design of the nimbus platform, enabling Serco to adapt to the needs of customers quickly and with ease.

Looking ahead, Serco and nimbus continue to deliver best-in-class solutions to global customers, always ensuring compliance, security and reliability at the heart of all projects.

About Serco

Serco Group plc's roots go back to 1929, becoming Serco Limited in 1987 and in 1988 was listed on the London Stock Exchange.

Serco is a leading provider of public services to government across the UK & Europe, ASPAC, North America and the Middle East. Serco provides services across five sectors: defence, justice and immigration, transport, health, and citizen services.

Serco is a FTSE 250 company managing over 500 contracts worldwide. Employing over 60,000 people.



About nimbus

As one of Australia's fastest growing technology innovators, nimbus is at the forefront of the future of work, providing integrated tools to optimise human endeavour, drive positive business results, and create a "live anywhere, work everywhere" world.

Through future-proofed, cloud, patent protected software, nimbus transforms employee management capabilities for location-based, remote, and work from home staff with compliance, workforce optimisation, and business continuity solutions.

nimbus' suite of Software as a Service products are deployed by some of Australia's top ASX companies, and globally by organisations and Government in the United States, the United Kingdom, Mexico, Canada and the Middle East.

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