

# CASE STUDY



Hello Scotland is a 4 and 5 star incentive inbound tour operator for Scotland alternatively known as a "Destination Management Company" or DMC.

"Lean Management as a business process is hugely valuable to any organisation.

The opportunity via Scottish Enterprise to have a company such as Accelerate come into our business and tailor fit the solutions to our needs has really helped take the business forward. The main advantage is that the whole team are now aware of the "why" for such management implementations and have all taken individual and team responsibility in driving the projects forwards."

Isla Buchannan, General Manager



## Lean Project

The project was to identify bottle necks and duplication in work processes aiming to free up staff capacity to convert more business.

The analysis highlighted waste within invoicing, file management, client communications, supplier management and proposal generation.

Using simple techniques, the team identified:  
289 hours visiting supplier venues  
198.5 hours in supplier meetings in the office

## Outcome(s)

The cost benefits of the lean programme are in excess of **£40,000** and capacity for **£250,000** extra work has been created.

**702.5 hrs** of the teams' time reduced by having fewer team members in each meeting  
**63% reduction** in proposal preparation lead time

Reduction of preparation time from 59 hours collectively as a team to 39 hours **saving 20 hours**

This programme is now available co-funded with a Government contribution of 90% via the apprenticeship scheme. For further details call **01253 808380** [info@rkmsuk.co.uk](mailto:info@rkmsuk.co.uk)



Centre No: 045767

