

Case Study

Digital Teams

with

RS Components



agility.im

RS Components is the world's leading distributor of electronics, automation and control components, serving over 1 million customers globally.

RS Components is the world's leading distributor of electronics, automation and control components, serving over 1 million customers globally. With operations across 32 countries and a global network of distribution centres worldwide, they ship more than 44,000 parcels daily.

RS Components realised that to retain their market position they needed a more customer focussed, agile approach to delivering business value online.

Challenges

RS Components needed to improve pace of delivery, quality of product and teamwork to increase customer satisfaction and stay ahead of their competitors.

Whilst already making some progress trialling Lean and agile practices, results needed to be both quicker and at scale.

Agility in Mind were invited to provide focussed help to increase the chances of success and reduce time for agile adoption.

Key to achieving their strategic priority to "offer the best customer and supplier experience" was a move to a product led development focus, with digital feature teams being driven by a single portfolio level backlog, prioritised by value and enriched by direct customer feedback.

- Cleansed and introduced ranging for 5 million product attributes
- Added over 120,000 new images, datasheets and videos
- Improved site speed by 40%

This culminated in a substantial increase in the company's customer satisfaction rating and the highest level of online conversion and growth in sales for three years.

RS Components is now also implementing a total of eight major website improvements per month, with complete confidence that their investments are the right thing for both customers and their business.

The agile operating model designed and implemented by Agility in Mind means that the improvements made to ways of working are sustainable. It has led to a revitalised company culture that puts customer feedback at the centre of how product decisions are made.

RS Components now puts outcome-driven collaboration at the very heart of how their digital teams operate.

Outcomes

After a period of 6 months, all of the five digital teams were trained on agile product delivery, were using a common language and successfully implementing Scrum to help facilitate full agile adoption.

Product management coaching to senior teams increased transparency of execution across the business, promoted support and aligned organisational strategy.

Revitalised teams were able to deliver significant increases in productivity:

- 60,000 search fixes



60,000

60,000
search fixes



40%

40% site speed
improvement

Agility in Mind is a business agility transformation consultancy.

We use agile principles and practices as enablers for change to help our clients respond better in an increasingly competitive marketplace.

Our services include business agility consulting, coaching and training, combined into a high impact agile transformation model that achieves rapid results.

We work with people throughout an organisation: we help leadership teams better understand the challenges they need to face in a changing world; we show individuals and teams how to better organise their work to fulfil strategic objectives; and we instil a sense of belief that change is possible and action is needed.

Copyright © Agility in Mind Limited.
Registered in England & Wales #7289974

Get in Touch

agility.im
better@agility.im

Agility in Mind, The Coach House,
48 New Park Street, Devizes,
Wiltshire SN10 1DS, UK

US: +1 646-343-9409
UK: +44 (0)330 043 0143

agility.im