

## Case study

### How West Midlands Employers utilised CRBhub to manage growth in their coaching and mentoring programme— while reducing their admin costs

West Midlands Employers (WME) support public sector employees across the region, including providing a cross-organisational coaching and mentoring pool for over 35 subscribing organisations.

The existing in-house system used for managing the coaching and mentoring programme was becoming limiting. WME were looking for either a new like-for-like bespoke system build, or an off-the-shelf web solution— and with CRBhub, they achieved the best of both approaches.

Within the first few months, tangible results were already being delivered in terms of achieving the goals of the programme. As the CRBhub system became embedded in WME's workflow over the subsequent months and years, the reassurance of having a proven system automating day-to-day operations allowed their programme administrators to start spending their time on higher-level, more impactful tasks, while positive feedback from WME's subscribing organisations consistently referred to the ease of use of the system.

#### The customer: running a successful programme which had outgrown its infrastructure

WME are a not-for-profit organisation who bring together public sector organisations across the West Midlands, collaborating to create solutions which organisations would struggle to deliver individually.

The WME coaching and mentoring pool perfectly illustrates this philosophy. The programme brings together supply and demand requirements from subscribing organisations, and allows cross-organisational coaching and mentoring services to be delivered across the whole public sector spectrum.

After ten years, and with 23 partner organisations subscribed by 2017, the programme itself was already proving to be a success. However, the in-house system which had been organically developed to manage the programme has evidently reached its limits. As Programme Co-ordinator Sam Darby describes, *"our old system was rather basic— it had been developed alongside our existing website provider, and we had reached the point where we realised we needed to commission a purpose-built system."*



#### The challenge: a system fit for the future, but tailored to specific ways of working

WME published their tender for a comprehensive new coaching and mentoring management system in 2017. The requirements included:

- a robust, secure and scalable platform which would serve WME's needs for at least the next five years;
- comprehensive matching, management, evaluation and reporting functionality at the core of the system;
- retaining a selection of specific detailed functionality which had worked well on the old system
- data protection capabilities aligned with the new GDPR directives being introduced into UK law.

To discuss how our CRBhub system could benefit your organisation, please contact us: [info@crbhub.com](mailto:info@crbhub.com) <https://crbhub.com/>

Bidding suppliers were given the option of offering an off-the-shelf product which closely met WME's needs, and/or a bespoke system built around their specific requirements. By selecting CRBhub as their preferred solution, WME were able to benefit from the best of both approaches: a stable, proven system already in use by numerous public sector organisations, with the flexibility of customisation to meet WME's more specific functional requirements.

*"There was a lot of expertise and knowledge that we knew we could get from CRB Associates that we couldn't get from our existing providers"* explained Sam, adding that *"the overriding factor for us was the flexibility. The fact that CRB Associates could tailor what you had, as a bread and butter system, to include our specific operational requirements, was a real benefit to us."*

### **The solution: CRBhub's proven feature set, ease of use, and customisation capability are a winner for WME**

WME's new CRBhub system was built and delivered to an agreed, milestone-based project plan, which included a review period for WME to fully test the system and ensure that they were happy with all the customisations that had been made. Upon go-live, the CRB Associates team carried out a data migration exercise to ensure that the transition from the old system was as seamless as possible for end users.

Within a short space of time, WME were already noticing positive results. *"The ease of achieving the core things that we were trying to do was massively improved with the new CRBhub system, and this was evident within the first few months"*, said Sam.

Crucially, WME's subscribing organisations were also buying into the new system. Sam cites the reporting capabilities of CRBhub as a major benefit during the initial senior level discussions with new subscribers for demonstrating return on investment; but also, consistently, the ease of use for end users: *"whenever we show it to people, they always say 'oh, that's really simple. That makes sense. That's really easy'"*.

With the system now automating the bulk of the administrative burden, WME were able to turn their focus to the ongoing strategic development of their coaching and mentoring programme. Over the following years, these evolutions needed to be reflected in customisations to WME's CRBhub system.

Sam particularly notes how the CRB Associates team draw on their experience to consider the best ways of meeting WME's strategic objectives: *"ever since we met initially, we've been impressed that you would push back to us and make us think about things differently, not just accept what we initially ask for, so that the changes we implemented were well thought through"*.

### **The payoff: WME's coaching and mentoring programme continues to grow, and admin time is freed up**

After five years, WME's coaching and mentoring programme has expanded to include 38 partner organisations, which Sam acknowledges would have been very difficult to manage without an efficient system. *"The key thing is just the ease. We don't have to think about it, we know it's there, and we know it works. It's released admin time for us to be able to focus on getting more information out to*

*more people, and to spend more time on things that have a big impact, in a quicker, more efficient and more effective way"*.

On working with CRB Associates in general, Sam says *"we really value their expertise, that they really listen to us to try and make sure that we create something that works for what we're trying to achieve. They work with us – and they do what they say they will do"*.



#### **About WME**

WME are a not-for-profit organisation offering employment services for the Public Sector. Their mission is *"Helping you make the most out of your people"*.

More information on WME can be found at

<https://wmemployers.org.uk/>

To discuss how our CRBhub system could benefit your organisation, please contact us: [info@crbhub.com](mailto:info@crbhub.com) <https://crbhub.com/>