

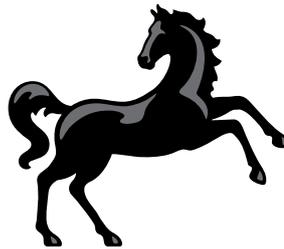
# Selecta collaborates with Lloyds Banking Group for vending's largest mobilisation

With over 290 buildings and 1700 machines, serving over 70,000 Lloyds Banking Group employees, Selecta's mobilisation at LBG is one of the largest in the vending industry. Working with Andrew Bell, Supply Manager of Catering, at Lloyds Banking Group, Selecta streamlined the vending facility to introduce one consistent offering.

## One Best Way

"Following the integration of the two banks (LTSB and HBOS), there was a need to streamline the vending facility and ensure a consistently high quality offering was delivered to all our colleagues," comments Andrew, who is responsible for the catering and vending contracts across the Lloyds Banking Group. "Our company philosophy is 'one best way'; it underpins everything that we do here at Lloyds Banking Group, which is why it was incredibly important that there was one vending experience across the whole group, that had the

## LLOYDS BANKING GROUP



same look, feel and product offering, and complemented the rest of our catering facilities."

Following a six month tender and selection process, Lloyds Banking Group simplified their supply chain to a single source operation, and Selecta was awarded the tender in September 2009.

"It was essential that we chose the right operator," explains Andrew. "Banking is a 24/7 industry so vending plays an important role in ensuring colleagues receive a range of products and services they can rely on, no matter the time of day. Having worked with Selecta for five years, where

they managed 100 HBOS sites, we felt confident that a mobilisation on this scale would be a success."

## Making it Happen

The new facility consists of 1700 machines in total; including the Grande Milano, which enables colleagues to enjoy their favourite speciality coffee in a large 12oz paper cup with sip lid. All the hot drinks machines are branded with Selecta's miofino coffee brand to give the machines a consistent and premium look; Selecta also installed confectionery and cold drinks machines, as well as water coolers, across the sites. A mobilisation team from Selecta was set up representing operations, marketing and logistics, to oversee the planning and implementation.

"The mobilisation was a fantastic team effort. The roll out of 1700 machines took just 8 weeks, taking place mainly at weekends to minimise disruption. A major part of the planning process involved a communication plan to ensure the local teams were fully briefed prior to each mobilisation. Marketing material was also provided by Selecta,



## Case study

Lloyds Banking Group



to communicate the key changes and benefits of the new vending facility to all colleagues.”

### Sustainable Approach

As part of Selecta’s sustainable approach, colleagues of Lloyds Banking Group are now enjoying the very best in food and drink; from big brands and healthy option snacks, to Rainforest Alliance certified tea and Fairtrade certified bean-to-cup miofino etico. All hot drinks are served with Selecta’s healthy skimmed milk,

which is virtually fat free, as opposed to the industry standard whitener. In addition, the new energy efficient machines offered by Selecta use 30% less power than the previous equipment, providing a more energy efficient vending solution.

“Lloyds Banking Group is committed to being an ethical and sustainable organisation,” reveals Andrew. “As with every element of our operations it was essential that we had a sustainable vending facility, with ethical products,

and energy efficient machines. Selecta reviewed the carbon footprint of its full service delivery and as a result are offsetting it by planting 200 trees every year to make Lloyds Banking Group’s vending carbon neutral.”

### Satisfaction you can Measure

The new vending facility serves over half a million hot drinks and more than 100,000 cold drinks, snack and confectionery items every week! Following an operation of this magnitude, it was important for Lloyds Banking Group to be able to measure colleague satisfaction.

“We are delighted with the success of the mobilisation and the feedback we’ve had from colleagues, with 80% of people surveyed rating the new service as good or better than the previous offer. Selecta has delivered a model for us that has not only improved our vending offer to colleagues, but has also enhanced the overall work place experience.”

*Andrew Bell, Supply Manager of Catering,  
at Lloyds Banking Group*



“After each mobilisation Selecta held a Taste Zone to give colleagues the opportunity to try the new products, as well as learn about their health benefits and sustainability, and of course tell us what they thought of the new service. We are delighted with the success of the mobilisation and the feedback we’ve had from colleagues, with 80% of people surveyed rating the new service as good or better than the previous offer. Selecta has delivered a model for us that has not only improved our vending offer to colleagues, but has also enhanced the overall work place experience.”

### Contact us

For further information on Selecta’s vending services please contact us:  
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*The Grande Milano machine*