

From postage stamps to smart scheduling with William Hill

From local high streets to the nation's leading sporting venues, William Hill is a stalwart of British business. With over 7,000 team members in over 1,400 locations across the United Kingdom, the iconic bookmaker operates seven days a week, three hundred and sixty-four days a year; an always-on business in an ever-evolving world.



Planning for progress

It was this fast-paced retail environment that prompted [William Hill](#) to look at how they planned their schedules and supported their people. The previous solution? Pens, paper and postage stamps!

This very traditional business had a rather traditional way of handling their scheduling – handwritten rotas done on carbon copy forms; a process they'd had almost since they first opened their doors back in 1966.

In the words of Joe Leith, the company's forward-thinking Productivity Manager, "We needed a solution that would let us plan thousands of colleagues working in hundreds of locations, give them visibility and the agency to plan their lives while also helping us drive our goals."

William Hill needed three things: visibility, consistency and adaptability. All things that their manual processes lacked and that implementing a robust workforce management solution like Rotageek, could provide.

Technology trumps traditions

Even for this highly established business, modernisation is paramount. The roll-out of Rotageek came at the perfect time, as they were in the midst of widespread organisational change, in a bid to build a betting business for the future.

"The product has been with us since that modernisation and has been a key part of delivering our commitments in scheduling," - says Leith.

"A solution that helps us plan thousands of colleagues working in hundreds of locations, give our colleagues visibility and agency to plan their lives and drives our goals in a fast-moving retail environment."

Joe Leith - Productivity Manager

Betting on results

And the results? They speak for themselves

With the main focus being on engaging employees, the more than 7,000 people working on the Rotageek solution had plenty of notice for their shifts, they had clear communication and, importantly, transparency. No more carbon copy rotas!

For the leadership team the shift from manual rotas to a modern scheduling system didn't only mean better visibility of rotas, but a chance to use this data to discuss the outcomes and analyse ways to improve. "We set an ambition in that early stage to get everyone's schedules agreed and communicated well in advance; one that we could track in the scheduler and test ourselves against. The success rate for that goal has more than trebled, and that's reflected in our colleague engagement," concludes Leith.

 **7,000** Employees

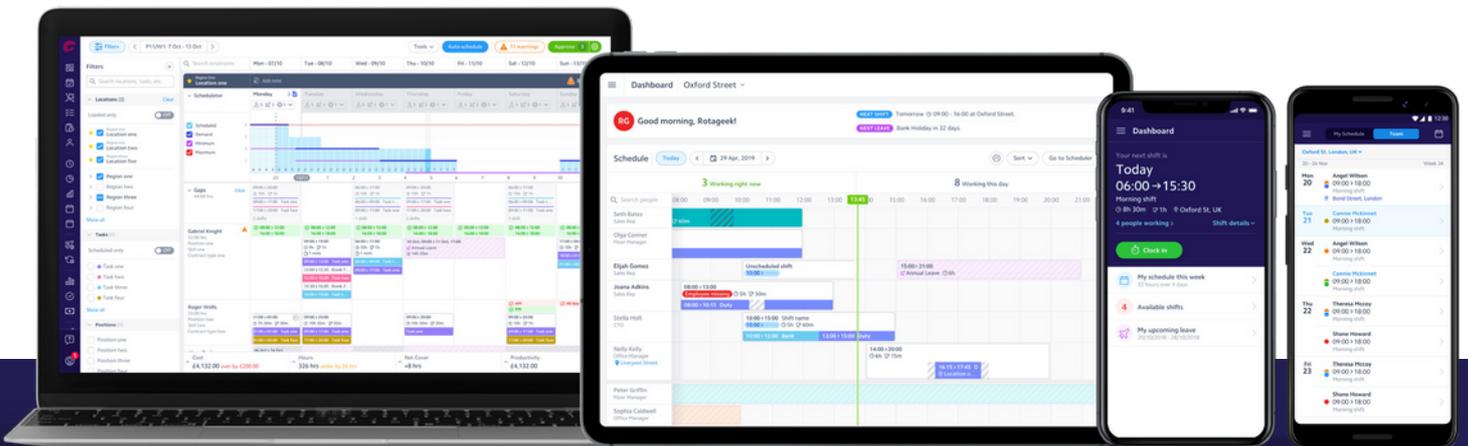
 **1,400** Locations

 **364** Days a year

"I'd recommend Rotageek to other businesses on the capability of the product alone, but it's the quality of service that stands out among relationships. That's why we've introduced other parts of our William Hill family, with teams in our central functions now using Rotageek to manage their own scheduling in our offices and call centres."

Joe Leith - Productivity Manager

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