Slimming World revolutionises its users’ digital experience

Situation

Slimming World’s ambitious plans for its ‘slimmers’ continue at pace. Enhancing their digital offering and creating a better customer experience remains a top priority. The company recognised that the success of their investment in digitisation hinged on redesigning services around their users’ needs and redefining their customers’ digital experience.

Slimming World had enjoyed a stellar growth period which was underpinned by technologies developed over many years. However, further growth was limited by these legacy technologies. In addition, digital disruption and the massive growth of mobile apps, social media and the widespread focus on UX led to Slimming World facing fierce competitive threat.

Task

Convinced that adopting, embedding and evolving Agile ways of working would be vital to meeting its new strategic targets of superior digital experience and competitive advantage in the market, Slimming World chose to partner with Radtac. The mission: to achieve end-to-end delivery using Agile ways of working.
The Radtac team worked with Slimming World’s team, empowering them to drive cultural change and improvements in customer satisfaction.

Using a combination of consulting, coaching, practitioners and training, the teams worked together to build new scrum and digital teams. Radtac’s Certified Practitioners enabled Slimming World’s team to adopt and embed Agile skills and culture.

Together, they worked on an Agile transformation program which encompassed:
- ensuring clear communication with the Head of Digital and Slimming World stakeholders to gain support for transitioning to and embedding Agile ways of working
- capitalising on the skills and expertise of Radtac’s Agile practitioners to support and accelerate the personal impact from Slimming World’s team
- bespoke Agile training for the new digital teams
- team workshops explore Agile product management
design and improvement of an end-to-end Kanban and Scrum system
- embedding Radtac Certified Practitioners to boost the teams’ Agile skills and confidence
- successfully adopting Agile ways of working within other departments.

The Radtac and Slimming World teams empowered 25 people to adopt, embed and evolve Agile ways of working over a 12 month period. These people are now able to scale the delivery of digital services. The teams delivered real, tangible value as part of the transformation, including:
- creating 2 motivated, multidisciplinary Scrum teams
- delivering software using an end-to-end Agile approach
- creating a pool of Product Owners with the confidence to drive developments
- providing a Head of Delivery, Head of Quality, Lead UX, and several software developers who now drive the organisation’s Agile transformation.