



# Developing an Eye for Accuracy CASE STUDY



## What was the situation?

Business Stream is Scotland's leading business water supplier, employing almost 300 people in roles such as field-based staff, frontline contact centre teams, back office support, finance, IT and HR. The organisation had been looking for the most effective way to invest in all of its employees and Scott Bradbury's *Developing an Eye for Accuracy* programme fitted the bill.

## What did they do?

Scott Bradbury delivered a pilot course to 15 employees from every function of Business Stream's organisation in 2013. The feedback and results from this were so positive that Business Stream subsequently completed Scott Bradbury's *Train the Trainer* programme so that designated staff members could roll out the accuracy programme across the company.

## What was the result?

Business Stream has seen a 54% reduction in errors and a 4% increase in speed out of 281 employees who have completed the accuracy programme. Pre-programme error rate was an already impressive 2.74%. However, post-programme error rate has reduced further to 1.25%.



### Martin Poole, Learning and Development Manager, Business Stream:

“ Nothing is ever too much trouble for the team at Scott Bradbury. They always go the extra mile – an example being that they customised a standard seasonal test for us so that we were able to use our own data and make it that much more relevant. They really are interested in delivering exactly what suits us rather than 'hard-selling' a standard package ”

### Business Stream delegates who have attended the course say:

- “ Wasn't looking forward to this as I don't like detail – it's not my forte – but found it really useful and fun ”
- “ Really refreshing course – loved the interactive tasks and 'ergo' breaks to keep us refreshed and engaged ”
- “ Really enjoyed the course, the continual testing was a great way to track progress and use the skills you were learning. The course flew by, probably because it was so much fun ”
- “ 'Super concentration' techniques made me realise that I needed to check all information rather than just jumping in. 'Ergo' breaks were a great reminder not to jump from one job straight on to the next ”
- “ Very surprised that I enjoyed it so much as I often struggle to see numbers when all together but this has made me less fearful ”