

## Engage for Success – Case Study: JMC IT



### About the business

JMC IT is an award-winning IT partner and reseller based in Salford, Greater Manchester. Founded in 1981, JMC specialises in the design, installation and support of effective IT solutions for organisations large and small across the North of England.

JMC employs 88 members of staff and clients span a range of sectors, including Manchester United, Your Housing and i-Pay Ltd. JMC's portfolio of products and services includes: a comprehensive SupportCare service for businesses that wish to outsource part, or all, of their IT support and management and a Demand IT Platform, individually designed and built for each customer with all of the components needed to create a secure, resilient and efficient IT infrastructure. These elements cover virtualisation, cloud computing, business continuity, unified communications, remote working, security and online back up.

JMC also offers a comprehensive range of leading software applications such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), accounting and business management systems and bespoke software creation.



The IT industry is not known for being a physically active one, with many individuals within the sector leading a sedentary lifestyle. This was a challenge JMC was keen to overcome, with the issue becoming apparent at the same time as directors were looking for a way to create a social and charitable element of the business.

With this in mind, in 2005-06 Team JMC was formally established. Acting as a platform for staff to engage with colleagues from different departments, Team JMC also enables people to set themselves sporting challenges and raise money for great causes while doing so. It has its own dedicated website, operating in a similar style to a social network, whereby staff are encouraged to create profiles and upload information about their latest sporting, charitable or social endeavours.

Typical Team JMC events include the recent '2012 Challenge', in which staff were encouraged to get in the spirit of the Olympic Games. They were set the challenge of cycling, running, walking or rowing their way to a 2,012km total target, with the company donating 75p for every 1km completed to local charity MedEquip4Kids. Participants really took the challenge on board, with many choosing to clock up the distance during their lunch break, exceeding the total target by raising £1,723 altogether.



### Andrew Burgess, managing director, JMC IT

"Our philosophy at JMC IT is 'you work for the business, you represent the team', and we all act upon this mantra on a daily basis. By creating a happy, healthy and engaged workforce, we have seen staff turnover rates drop to just 3% , which in turn has led to better client retention and subsequently greater profitability for the company as a whole. Myself and the other directors are keen to lead by example and I'm completely against a dictatorship approach to running the company. Introducing sporting, social and charitable activities through Team JMC has allowed us to create a meritocracy, whereby staff are able to progress to a ranking that is nothing to do with their job title. This has created a real sense of community within the workforce and we are extremely proud to boast such a tight-knit team of healthy, hardworking staff."

### The evidence

- Staff turnover rate: 3%
- Average length an employee stays with the company: 10 years
- Sunday Times Best Companies to Work for List: JMC has appeared in the list for 8 consecutive years, and was the highest-ranked Manchester firm in the 2012 report
- Best Companies rating: Awarded highest Three Star rating in 2011 and 2012
- Best Companies survey: 87% of staff voted positively on team spirit
- Salford Business Awards 2012: Named Best Employer
- Average client retention: 10 years
- BBC Big Challenge Healthworks awards
- Microsoft Dynamics: JMC named among top 5% of partners worldwide in 2011
- Employee of the Year: Every year one employee is awarded the title and presented with a cash gift and trophy.



### Wendy Wheeler, Directors PA, JMC IT

"I can honestly say the difference Team JMC has made to employee engagement has been huge. People who previously kept themselves to themselves now have something in common with every single person within the business, and there's not one individual who hasn't participated in a Team JMC event since it began. We all bring friends and family to the occasions, meaning we learn much more about our colleagues' lives as a whole. Many of these 'spectators' say they're inspired by what they see, and we have even had job applications result from Team JMC events."