



## CASE STUDY

# From Reactive to Proactive: Reshaping IT Service Delivery for the London Borough of Tower Hamlets



# The Customer: London Borough of Tower Hamlets

The London Borough of Tower Hamlets (LBTH) serves a community of 350,000 residents, supported by a 10,500-strong workforce. As a 4-star council and a recognised Investor in People, LBTH is an organisation committed to the highest standards of public service.

In 2020, the council sought an IT partner to deliver reliable digital services that would meet its employees' needs and provide clear, demonstrable value-for-money to its taxpayers.



## The Challenge **Breaking the Reactive Cycle**

The council's internal IT team was trapped in a reactive cycle. Their time and expertise were being consumed by a high volume of recurring, low-level incidents—an operational drag that actively prevented them from focusing on strategic projects essential for the borough's long-term digital evolution.

The council recognised that this constant firefighting was a direct obstacle to progress and required a partner to fundamentally break the cycle, implementing a more efficient and user-focused support structure.

# The Solution: A Service Built for Self-Sufficiency

Since April 2021, XMA has delivered a scalable, multi-channel IT Service Desk for LBTH, operating from our UK-based shared service centre in Nottingham.

The service is built around a dedicated “pod” of technicians, providing council staff with a familiar and consistent point of contact. This core team is supported by our wider service centre, allowing it to meet any surge in demand and ensure operational resilience.

Each component of the service was designed with a single purpose: to shift the operational model from reactive problem-solving to proactive user enablement. Support is accessible via phone, email, a self-service portal, and a locally situated Genius Support Bar for direct, face-to-face assistance.

The cornerstone of this strategy was working with LBTH to build a comprehensive library of knowledge articles. This initiative equipped users with the information to solve common problems themselves, instantly and without needing to log a ticket.

We further reduced the burden on the service desk by automating routine processes like password resets and access requests, freeing up analysts to focus on more complex incidents.

**“Our ‘One-Team’ approach with the council was central to implementing the ‘Shift-Left’ strategy. We focused on user self-sufficiency, building a knowledge base that resolved recurring incidents at the source and freed the council’s IT team for high-value work.”**



**Andrew Whitlock**

Service Improvement Manager, XMA

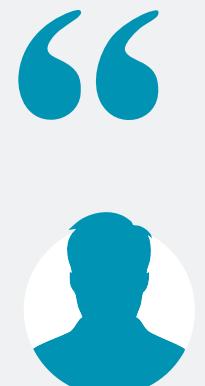
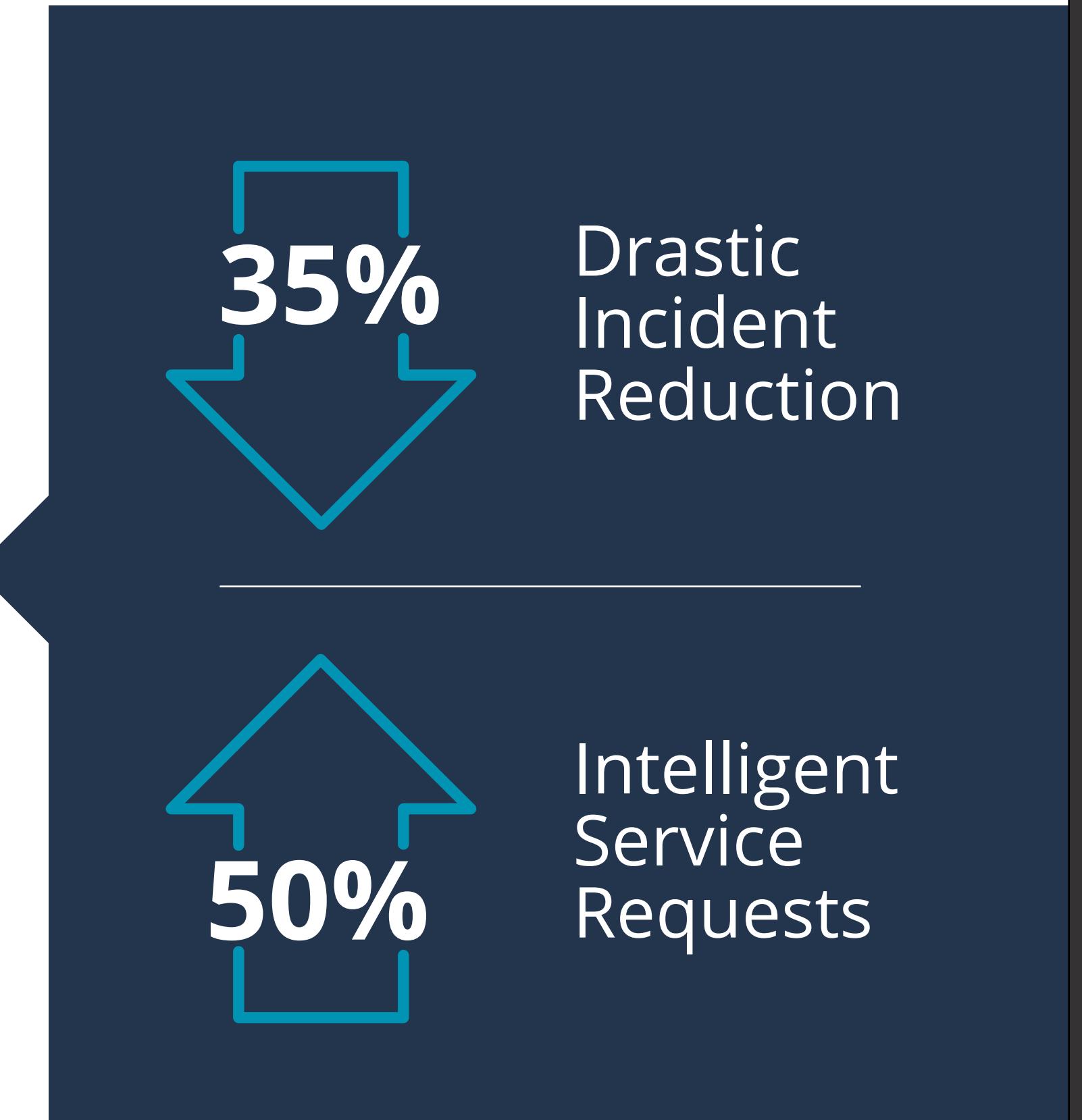


# The Outcome: Tangible Improvements and Customer Satisfaction

The ultimate measure of success is client confidence. The London Borough of Tower Hamlets' decision to renew and extend the contract every year since 2021 provides clear evidence of the value and reliability of the partnership.

The data reveals a fundamental transformation in how IT support operates within the council. Our "Shift-Left" strategy has not just improved metrics, it has changed user behaviour.

This shift has fundamentally changed the role of the council's internal IT team. No longer consumed by the daily grind of minor fixes, they have been liberated to operate as a strategic function. Their expertise is now applied where it creates the most value: delivering the large-scale digital transformation projects that are critical to the future of public services in Tower Hamlets.



*"XMA continues to be an important strategic partner for the organisation, in providing an effective IT Service. The IT Service Desk consistently delivers strong performance, supported not only by service metrics but also by user and business feedback. Through their commitment to continuous improvement and innovation, the organisation has benefited from the broader portfolio of services offered."*

**Steve Tinkler**, Head of IT Service Management

## Discover more about the XMA Service Desk

XMA's Managed Services are here to help your organisation, no matter how big or varied the project task is. We start by listening to your needs and requirements, and our vendor-agnostic stance means that we stay flexible and adaptive to pair you with the perfect solution.

Our Service Desk is our crown jewel, helping free up your IT resource, whilst delivering best-in-class results and proactively improving processes.

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