Stakeholder Interviews

Elf teams at the North Pole need to record each child's name, address and toy requests, check whether the child is on the naughty or nice list, and generate a list for their colleagues in the warehouse to pick and pack for delivery.

Interviews have been carried out with the heads of the three teams that process the letters.



My team have innovated and upskilled to move our letter logging operations from paper to spreadsheets.

Every day we count all the letters and record the number in the tracker spreadsheet. Then we transcribe the key details from each one in the letters spreadsheet. We transcribe every letter we receive, so if there are problems it certainly isn't *our* fault.

- Colin, Transcription Team Supervisor



My team are some of the hardest workers in Santa HQ. We have to cross-reference the information on the letters spreadsheet with the naughty/nice list, which comes direct from the big man and he doesn't do computers. Then we write out a list for the warehouse staff saying whether each child is getting toys or reindeer poo (that's our new sustainable alternative to coal).

Colin thinks his spreadsheets are a big deal but they're rubbish – the letter count for each day hardly ever matches the number of letters transcribed.

- Brian, List Team Supervisor



We pride ourselves on speed and accuracy in letter intake. We sort the letters alphabetically then take them over to transcription.

Elfy Safety say the post bags are too heavy for us to carry across the site, so we have to get the reindeer to help. The problem is, they eat some of the letters – if they smell glitter on a letter they can't help themselves.

- Martin, Letter Intake Supervisor