

Case Study

Suffolk Foods A multi-site, DECT and CTI Solution



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Mike Slade,
Finance Director, Suffolk Foods.

When corporate growth exceeds business expectations you need a telecommunications platform which can not only grow with your company but also deliver the latest communications technology today, tomorrow and beyond. This case study describes a leading, fast growing FMCG company which needed to implement a new telephone solution to meet its demands.

Customer Background

Suffolk Foods is a successful independent company founded by brothers David and Rick Sheepshanks in 1989. Their aim was to produce a ‘real’ mayonnaise that, although commercially manufactured, would be true to the classic home-made taste, the hallmark of which would be quality.

The company has grown year on year since its inception and has now become the market leader in its field of supplying a total range of sauces, dressings, chutneys, dips and associated products.

Suffolk Foods is a commercially strong company and funds its growth by investing its profits back into the business. This policy allows the company to pursue its aim of being the best at what it does: namely developing and producing its range to the highest possible standards and delivering the best all round service.

The Business Challenge

Suffolk Foods required a telephone system which could not only span three sites but also cope with significant growth and offer a seamless link to off-site personnel.

Another challenge Suffolk Foods faced was the need to contact roaming staff as they travelled between sites — something the incumbent service provider was unable to deliver.

Call centre functionality featuring call logging and the ability to track pre-defined Performance Indicators for its customers were also a must. However, these tough requirements had to be met using Suffolk Foods existing fibre infrastructure.



Why Inter-Tel?

Suffolk Foods identified Inter-Tel Europe's Axxess platform from amongst several other systems as the most suitable to deliver the right solution. Only the Axxess was able to offer seamless call centre functionality and detailed call reporting to the exact requirements demanded by Suffolk Foods.

"We considered a number of systems during the tender process but knew the Axxess was the only system which could deliver our tough remit." said Mike Slade, Finance Director, Suffolk Foods.

The Business Solution

Working closely with a leading reseller Inter-Tel Europe installed a complete solution, which not only met Suffolk Foods immediate requirements but also scoped for significant future growth.

By installing a Dual Cabinet system on the existing fibre infrastructure Inter-Tel Europe implemented the leading call centre software, Callview from Swan Solutions. Callview enables full CTI functionality for the sales and finance departments who now use screen-popping to handle inbound and outbound sales calls.

Callview also allowed the ability to monitor service levels and a wallboard for the system administration manager to monitor system activity at any given time.

For the roaming staff the reseller recommended a DECT solution, which provided total multi-site coverage.

Results

"Since implementing the Axxess, Suffolk Foods has seen a significant improvement in operational efficiency, and reduced administration time and costs." commented Mike Slade.

The number of lost inbound calls is being monitored and has been virtually eliminated. Using Callview lost calls can be identified and the caller called back if required.

The pop-up screen for call answering provides caller ID enabling the response to be tailored to regular callers.

DECT phones enable calls to be taken by roaming staff anywhere on site eliminating the frustration of message taking, unnecessary voicemail, lost calls and upset callers.

Seamless links to mobile phones provide instant low cost calling across the company's network whilst maximising caller goodwill.



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