



## Fine food distributor improves customer-facing productivity

How a new unified communications system improved customer service and sales team productivity at Classic Fine Foods

At LeadingEdge, providing a high quality service for our customers also means carefully choosing the technology partners we need to deliver the best possible outcome. When Classic Fine Foods requested our help in delivering a new communications system we were delighted to work with Swyx for a new telephone solution that has enabled Classic Fine Foods to achieve their goals.

### The customer

**Classic Fine Foods** (CFF) is a purveyor and distributor of fine food to 5\* hotels and high-end restaurants including airlines, social clubs, cruise lines, supermarket chains, department and delicatessen stores. A leading multinational importer and distributor, the company sources and procures high-end fine food products such as dairy, meat, pastry, gastronomies, seafood, high quality perishables, condiments, pasta and dry products.

The Company operates in 11 markets across the globe and is the market leader in the majority of the countries where the Company is active. Through close partnership with its suppliers, the company can deliver on demand, the highest quality of perishable, fresh and pastry products direct to the customer.



### The challenge

Classic Fine Foods Branch Manager, Benoit Gomot, explains that in 2013, an office move prompted CFF to search for a new integrated telephone system;

*"We were looking to move our customer service, sales and warehousing facility to Birmingham, so we needed to find a new phone system for managing both outbound and inbound service and sales calls."*

#### Key communications challenges included:

- Existing BT system was old-fashioned in terms of functionality and expensive to run
- A larger site made communication between staff more complicated
- Sales & Service staff needed extra mobility to handle calls from customers and suppliers

#### The solution: A software-based unified communications that would offer greater functionality and flexibility

*"LeadingEdge were already supplying our IT services so it was natural to ask for their advice on a new phone system. They recommended the software-based unified communications solution Swyx because unlike a traditional phone system it could be customised to the exact needs of our business. It was also cheaper than our old BT system."* says Benoit

### The outcome

*"Since Leading Edge installed the solution we have had a really positive reaction from all staff. For the sales and service team who spend most of the day making or receiving calls, it's now a lot easier and faster for them to use than our previous solution."*

Greater staff mobility whilst on the phone and direct dialling from screen

Rather than desk-phones, all of CFF's sales and service staff now use headsets in conjunction with Swyx's softphone client.

*"Using wireless headsets means that staff now have their free hands to type in details, access information, or look through catalogues, making it much more comfortable and convenient to service the needs of customer and suppliers."*

Time saving functionality

With Swyx's in-built functionality, the sales & service team can highlight and click any number on-screen which saves time in looking up and dialling numbers or avoiding misdialled calls, plus they can also walk around the stock facility to check on what goods are available in the warehouse whilst on a call.

Enhanced customer service

Classic Fine Foods also uses Swyx's voicemail facility for out-of-hours so messages are automatically emailed to staff who can play back the voice file.

*"For example we often have chefs call us after 4.30pm, so it gives them the facility to leave their request so we can then respond to them as soon as the office re-opens."* says Benoit.



## Return on Investment for Classic Fine Foods

- Faster Service & Sales
- Complete hands-free mobility
- Phone system is cheaper to run and maintain
- Increased productivity
- Out-of-hours cover

## The difference

When asked what difference the Swyx system from LeadingEdge has made, Benoit explains;

*"Overall we are really pleased with the Swyx system together with the support and service we have received from LeadingEdge. The new solution has been well received by staff and helps us facilitate more sales and provide even better service to our customers."*

If you're looking for IT service and support for your growing business, we'd love to talk to you. You can call us on 08456 44 79 49, or email Leigh at [leigh.mckay@leadingedge.uk.net](mailto:leigh.mckay@leadingedge.uk.net)