

UNIFIED COMMUNICATIONS

A DISTRIBUTION
SUCCESS STORY

ENHANCED MOBILITY SUPPORTS SERVICE CULTURE



Same Day Deliveries Require Sophisticated Communications

About the Client

Founded in 1963, Coffee Distributing Corp. (CDC) provides refreshment services to over 20,000 offices, restaurants and convenience stores. Since its beginnings as a coffee dispensing company in 1966, CDC has expanded its product line to include full service vending, bottle water coolers, and brewing devices. It operates two facilities in suburban New York and New Jersey, and has a corporate-wide commitment to continually improving performance.

First and foremost, CDC understands the special relationship that people have with caffeine. So when a client calls to say that its break room is out of coffee, CDC considers it an emergency that necessitates a same-day delivery. It is that kind of exceptional service that defines the corporate culture for the company's 325 employees, and it is what keeps CDC's one-man IT manager on his toes.

Their Challenge

CDC's business was significantly hampered by an outdated phone system that couldn't capture real-time or historic call data, and didn't enable automatic call distribution. Processes were time-intensive, too, impacting the internal order process and impeding productivity.

OVERVIEW

Industry

Distribution

Client Profile

Coffee Distributing Corp. (CDC) provides office refreshment services to over 20,000 customers in the New York metro area. Its 325 employees uphold a corporate culture that is committed to exceptional service.

Business Situation

An outdated phone system impacted CDC's ability to capture real-time or historic call data. It also didn't have an automatic call distribution function.

Solution

An Enterprise Contact Center in Mitel 5000 Communications Platform (CP) with transparency into all call activities.

Benefit

The cost-effective communications system was deployed within five minutes. Improved mobility delivers a seamless customer experience and enables better response times.

According to Ralph, Manager of Information Technology at CDC, “Orders still came in through a bank of fax machines. Orders needed to be printed manually, adding unnecessary steps to the process. And the fax machines were costly to maintain with repairs and toner supplies.”

Additionally, the company did not have advanced mobility capabilities for its team of field reps. Clients would call the main office and leave a voice mail message for the rep, who would receive a page notifying them of an awaiting message. This operation was particularly problematic when a panicked client would call to say they were out of coffee and needed a same-day delivery.

It became clear that it was time for a change. The advanced features available from an upgraded phone system would more effectively support CDC’s corporate mission of excellent customer service.

Our Solution

ITsavvy’s Unified Communications team deployed a Mitel 5000 Communications Platform to replace CDC’s outdated system. “The updated system features numerous technical enhancements including E-Fax, Personal Call Routing and Twinning capabilities,” according to Franz Dornstauder, Senior Sales Engineer with ITsavvy’s Advanced Solutions Group.

Now orders come in via an online fax server, eliminating the cost of fax hardware and streamlining the ordering process. In addition, embedded hotdesking allows users to log in to any phone and have access to their personal communications settings as if they were at their own desk. The solution also has enhanced capabilities such as Meet-Me Conferencing and unified messaging that synchronizes voice and email.

Their Success

The system transition only took five minutes to complete, with no glitches, thanks in part to up-front customization when ITsavvy deployed the original legacy system. “We had purposefully built in the ability to easily perform future upgrades, making this transition quite simple and very cost-effective,” said Franz.

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Franz Dornstauder, ITsavvy

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Franz Dornstauder, ITsavvy

“We live and die on our phones, and reliability is everything. ITsavvy has never let us down.”

Ralph, CDC

Now outside sales reps receive client calls directly to their mobile devices, which has greatly improved customer response times. In fact, the whole company has experienced advantages.

“We can start calls at our desk and seamlessly continue them as we walk out the door,” Ralph said. “We have all of these advanced features at the same cost as our previous service.”

FOR MORE INFORMATION,
please contact an ITsavvy Client Executive.

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