

Corby Chilled

Sector: Distribution

Key elements: Multi-Site, IP Networking



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Julian Bolton

Operations Manager, Corby Chilled

Corby Chilled's extensive experience within the food distribution marketplace means that it can offer food manufacturers a tailor made solution to meet their requirements. This case study details how a leading national distribution company implemented an Inter-Tel solution to enhance its communication and to also improve its business processes.

COMPANY BACKGROUND

Corby Chilled Distribution is a family business and was established in its present form in 1993. With a clear strategic vision to become a significant player in its chosen market, the company has been extremely successful in achieving its original goals:

- Become an industry specialist in time critical perishable consolidation
- Develop a national depot infrastructure
- Develop a close working relationship with the major food retailers

The company's extensive customer base includes many household names within the food manufacturing and retailing sectors such as Geest, Arla Foods, Hazlewoods and Tesco.

BUSINESS CHALLENGE

As a result of the perishable nature of the products Corby Chilled handle, the whole process from production right through the supply chain to final delivery to the retail customer is time critical.

Co-ordinating delivery to customers as well as communicating the delivery processes between Corby Chilled's own five site network meant that 85% of telephone calls were inter-site. This call traffic was so high in fact that Corby Chilled has been faced with an annual bill of nearly £30,000 purely for inter-site telephone calls.

Corby chilled needed a solution which could help reduce this overhead significantly with minimal downtime during installation. Corby Chilled also demanded a solution flexible enough to not only grow with the company but also cater for an impending office move.

Julian Bolton, Operations Manager, Corby Chilled commented, *"We found ourselves in a particularly difficult situation. We had an immediate need for a new solution to reduce our overheads, but at the back of our minds we knew there was an office move, the timing of which we were not sure of."*

WHY INTER-TEL?

Corby Chilled put its requirement out to tender and received responses for all the major players in the market. Corby Chilled was looking originally to replace Kilostreams between sites until a leading Inter-Tel reseller suggested implementing a centralised switch using the latest Inter-Tel VoIP technology. By removing five systems and eliminating PSTN calls between sites the Inter-Tel system paid for itself.

THE SOLUTION

Working closely with the reseller, Inter-Tel designed a solution which not only met Corby Chilled's current requirement but also surpassed what they expected in terms of system growth and scalability.

By installing an IP Virtual Private Network (VPN), a centralised voicemail system and a Multi-node Windows Operator Console (WOC), Inter-Tel's reseller was able to maximise on the latest IP technology and utilise leading Computer Telephony Integration (CTI) software to deliver a complete communications solution.

It was only the Inter-Tel solution which could deliver the flexibility and scalability Corby Chilled required.



RESULTS

"Inter-Tel's reseller was able to reduce the overbearing overhead of nearly £30,000 to absolutely zero. Before this solution was designed and implemented we were paying for 80% of our call traffic which was just between work colleagues." commented Julian Bolton, Operations Manager, Corby Chilled.

"The amazing thing is," continued Bolton, *"We had to relocate our headquarters very soon after this solution was installed. Inter-Tel's reseller managed to move the system with only a 20 minute downtime - incredible."*

For more information on Inter-Tel and the products and services we offer please contact us:



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