



Berry Bros. & Rudd Case Study

Managed Services Helps Reduce Workload for a Lean IT Department

Britain's oldest wine merchant's switch to Tiger Communications Managed Services has reduced costs and complexity for the lean IT department, providing critical analysis of information to improve call handling.

Executive Summary

Customer:

Berry Bros. & Rudd

Location:

5 sites across the UK
Hong Kong
Japan

Number of Employees:

250+

Challenge

- ▶ Small IT department
- ▶ Large number of users across multiple sites
- ▶ Time consuming in-house call management requirements

Solution

- ▶ Tiger Managed Services
- ▶ Tiger Fraud Detection Monitor
- ▶ Tiger Web Reporting

Results

- ▶ Reduced cost and complexity
- ▶ Improved report generation
- ▶ Expert call analysis, advice and recommendations

Challenge

With a heritage that spans over 300 years, Berry Bros. & Rudd opened its first shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Berrys' now has shops in Hong Kong and Basingstoke, as well as a business in Japan and a duty free presence in Dubai. The firm is well regarded by connoisseurs, with a range comprising over 2,000 wines and services which include The Wine Club, The Cellar Plan, Wine Wedding List, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School.

Behind the scenes Berrys' make use of a mix of Windows, Netware and Unix based computer systems and applications, as well as extensive telephony, to communicate with suppliers and customers in many countries.

The firm has been a long time user of an in-house Tiger Communications call logging system but as Paul Slade, IT and IS Manager for the firm, explains,

“When I arrived, the system had been somewhat neglected and was using old hardware and running on an operating system which had not been updated for some time.”

The Tiger solution had been used for many years for call analysis and reporting.

As the firm makes extensive overseas calls, the system also keeps an eye out for misuse and to help ensure customer service metrics such as “time to answer,” “missed calls” and “outbound sales call volumes” meet its requirements.

Slade, who joined Berrys’ in 2006, was given responsibility for managing the firm’s telephony infrastructure along with its IT. He immediately began looking at ways to streamline many of the firm’s technology related processes, “We run a very tight ship, with just 3 IT staff responsible for 250 staff spread across 5 UK sites,” explains Slade, “So we are always looking for ways to reduce our costs and minimise non critical and time consuming activities so we can concentrate on areas that benefit the business.”

Solution

After approaching Tiger for a potential upgrade, Slade was offered the option of moving his Tiger system to a Managed Services environment hosted by Tiger. “It was a pretty simple choice,” he comments,

“Considering we needed to upgrade the hardware, software, manage another server and then handle reporting, the option of a managed service was both cost effective and provided us with a better level of service.”

With the addition of call buffer devices added to the firm’s twin Siemens ISDX PBX systems, Tiger took over the responsibility for monitoring calls and delivering key reports. “We now get all the reports we require sent directly to us and Tiger have also assigned us an account manager who can help us with analysis to spot anomalies or make suggestions on how we can make better use of our trunks,” Slade comments.

Results

Although the firm makes extensive and high cost international calls, for example to wine growers in South Africa and Chile, there has never been a problem with misuse on its telephone system.

“We are now looking at using Tiger managed services as part of our capacity planning process as we will probably move to a VoIP system in the future,”

explains Slade, “It also allows us to analyse our ISDN 30 usage and work out how best to allocate our capacity.”

In summary, the switch to a Tiger Managed Services environment has been extremely beneficial. It has been painless and simple and allows my IT team to concentrate on more essential activities,” comments Slade, “Managed Services in general are part of a wider strategy to keep our IT as lean as possible yet ensuring that we are able to deliver all the services that the business needs to keep growing,” Slade concludes.

► To find out more about the Tiger Solution go to www.tigercomms.com
