

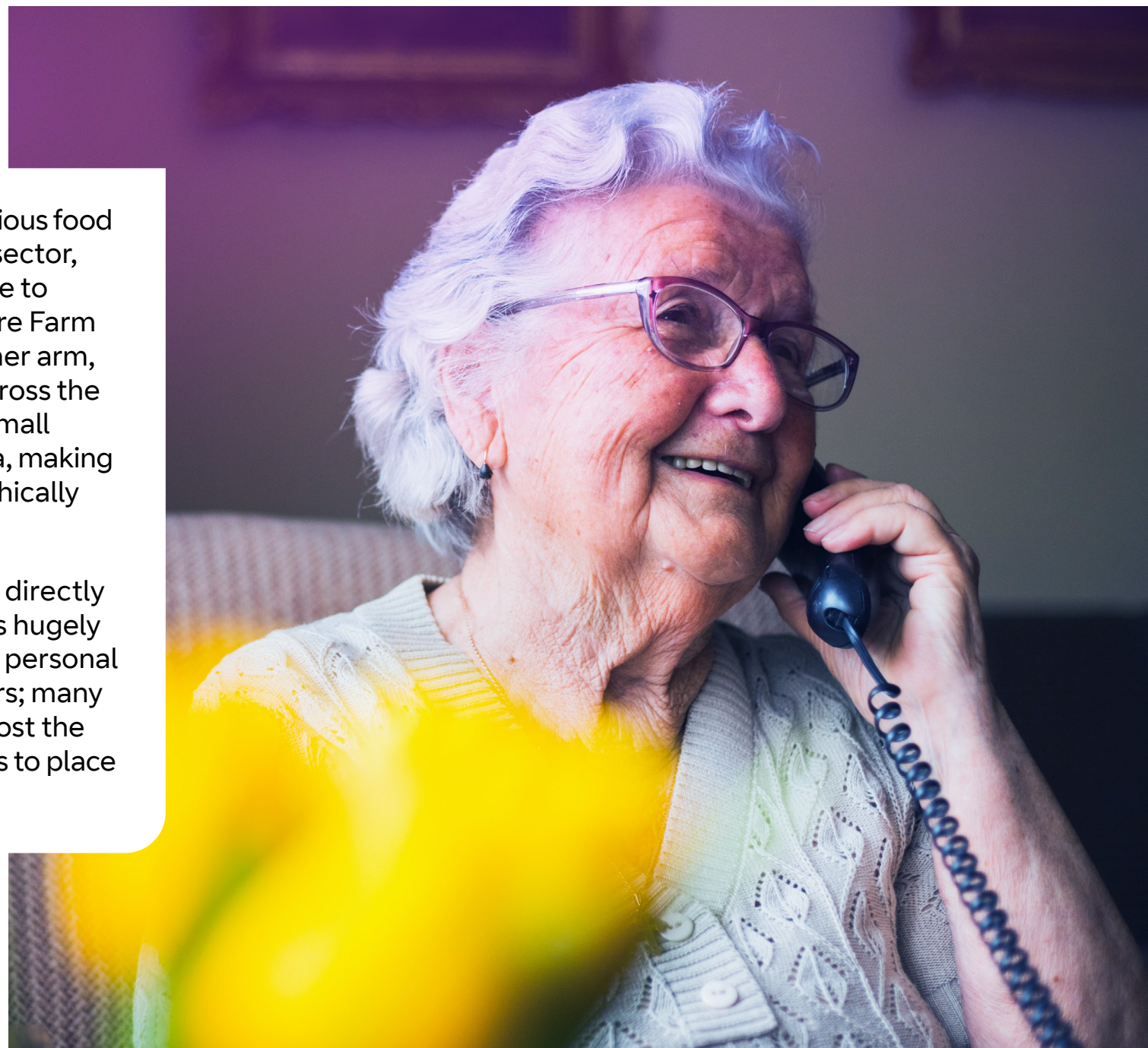


Better calls for customers, more flexibility for you.

BT Cloud Work has made connecting
Apetito's franchises a piece of cake.

As a company producing nutritious food for the health and social care sector, Apetito are an essential service to vulnerable customers. Wiltshire Farm Foods, their direct-to-consumer arm, is made up of 80 franchises across the UK – effectively 80 different small businesses under one umbrella, making theirs a complex and geographically diverse organisation.

13 of those franchises are run directly by Apetito themselves, and it's hugely important for each to build up personal relationships with its customers; many of these are elderly, and for most the ability to call into the franchises to place orders or report issues is vital.





Hungry for improvement

Historically, each franchise had separate phone systems run by different providers, making them tricky to manage, service and analyse – calls into the business were getting transferred to a third-party call handler, or left on hold too long, causing customers to hang up.

Adding lines temporarily or permanently was tricky and time-consuming, and with no access to call data, it was difficult for managers to get an overall picture of their customer service delivery.

“There wasn’t any consistency,” says Mike Calverley, Apetito’s IT Service Delivery Manager. “Some franchises had basic digital phone services, some had the same old-fashioned landlines that you’d find at home. Some of the systems had no technical support, either. We needed to get a centralised solution – to benefit from data insights, but also to be more flexible.”

Cloud Work has given Mike and his team an easy, flexible answer to those problems. As well as audio calls, it gives them access to a host of team collaboration tools such as instant messaging and audio and video conferencing – all in one solution. And with online management, they’re able to view their call data and make changes, 24/7.

“It’s given our customers a seamless experience – that just wouldn’t have been possible on our legacy service.”

Louise Hall
Retail Operations Manager,
Wiltshire Farm Foods



Serving up a solution

Cloud Work has already had a hugely positive effect on Wiltshire Farm Foods. For instance, it's allowed them to scale up to meet new demand, quickly and effectively.

"Recently, our sales – and our call volumes – have increased quite dramatically," says Louise Hall, Retail Operations Manager at the Trowbridge depot. "On our old system with just six lines, our phones would have been tied up permanently and customers wouldn't have been able to get through."

"What Cloud Work has allowed us to do is add users to the system quickly and easily – an additional six customer service assistants (CSAs) at my depot alone."

"It's helped us work with other franchises better, too. We had a problem where we didn't have enough staff at one particular depot."

Cloud Work allowed us to take calls going into that depot really easily. It's joined up parts of the business that otherwise weren't so well connected."

Cloud Work has also enabled flexible and remote working for the company's office staff – something that's clearly been essential in 2020.

"It's been a godsend," says Louise. "It meant I could get my team working from home very quickly. It's given me great visibility while working from home, and it's given our customers a seamless experience – they're getting the same service from the same people. That just wouldn't have been possible on our legacy service."

"Cloud Work has given me real visibility of what my teams are up to. It's improved our customer experience massively."

James Maxwell
Head of Retail Operations, Apetito



Food for thought

Cloud Work's call analytics gives the company real-time insights on the calls they attempt, make and receive, as well as the ones they miss – meaning they've been able to pinpoint when they need to be ready for the most customer calls.

"We could see from the data that we're really, really busy with inbound calls between 9 and 11am," says James Maxwell, Head of Apetito's Retail Operations. "So now if we've got four CSAs on in the morning, we'll have three doing inbounds and one doing outbounds. It's clear that there's been a big service improvement."

Managers can also get in-depth reports, so they can check performance of the 13 sites together, each separate franchise, or even individual employees. "Cloud Work has given me real visibility of what my teams are up to," James continues. "It's improved our customer experience massively."

Cloud Work has benefitted the Apetito-owned franchises so much that Mike would like to see it rolled out to the whole of the business.

"Now we can demonstrate how well Cloud Work has performed at our next annual conference, and show its benefits, I think it'll snowball."

"I would recommend it to other businesses, absolutely – I think it's a very good product."

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