



## An innovative approach for an innovative company

Samsung OfficeServ helps leading food manufacturer to improve 'customer centricity'

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**Maurice Stephenson - IT Manager, Bartholdi Ltd.**

Bartholdi Ltd. is a leading manufacturer of bespoke and specialist food products throughout the UK and Europe. The company has been established in food production for over 20 years near Heathrow and now has 150 employees, but there is a family history in the restaurant trade and food retailing dating back to 1928. With that many years in business, they now have an enviable reputation which has been built around quality, service and attention to detail.

The entire company is geared towards offering the best possible service to customers, taking great pride in their reputation for reliability and trustworthiness. Their service is tailored to suit each individual customer and the core of their organisation is what they call 'customer centricity'.

### A logistical challenge

Bartholdi has been based at the same industrial park near Heathrow for a number of years, but as a company that is continually expanding, new offices were eventually required. The only problem was that the new unit which Bartholdi selected was on the opposite side of the industrial park – and there was no option to put any cabling into the ground between the two sites. So to solve this problem, a solution had to be found which would enable staff to communicate between the two buildings as effectively as if they were all in the same office. Maurice Stephenson, IT Manager at Bartholdi, takes up the story:

"We could not cable the old and new sites together but it was vital that our communications capability was not affected by the move to the new premises. Our main offices were being moved to the new site, as well as part of the manufacturing facility, but much of the manufacturing capability of the business was still due to remain at the old site and so constant communication would still be required".



## Bartholdi Ltd.

The management team started to look around for a new telecoms solution, having already identified that an IP-based system would be required. They considered a number of systems, but eventually selected the Samsung OfficeServ from a local Samsung partner who was recommended by another of Bartholdi's suppliers.

### Making two sites function as one

The system was installed at the new premises in the September and then linked this to the old site via a 100mb laser link to create an IP network between the sites. The old premises also consisted of two separate buildings, but these were close enough together to be linked via a fibre backbone which was also installed at the same time. Maurice explains:

"The laser link is great. We now have a complete network between all the sites and we are able to communicate in exactly the same way as we would if we were all in one office. We liked the Samsung system and we also felt confident in buying such a good name. It was not the cheapest, but we were confident that it would meet our requirements."

The new system provides Bartholdi with 20 extensions at the new building, which is now the main office and a further ten IP handsets at the old premises which are now primarily a manufacturing function. They also have six DDIs for senior staff and a centralised operator to handle all incoming calls. Maurice concludes:

"We are a family-owned business that is very dedicated to providing an excellent level of customer service and as such we decided not to have voicemail. As business people we hate to be put through to voicemail all the time and would rather talk to a real person. As such all of our incoming calls - unless someone is calling one of the directors on their personal DDI - come through to our operator and are then transferred accordingly to the right person who can deal with that call. It is therefore very useful that our operator can see the status of every extension, even those which are at the other site, before attempting to put a call through".

### Planning for the future

Currently Bartholdi do not use the remote working capabilities of the Officeserv, but this is something that they are pleased to have available to them should the need arise. One thing that they do hope to add in the near future is DECT or WiFi handsets for mobile workers. Maurice concludes:

"Many of our managers are always on the move throughout our manufacturing facility and it is sometimes difficult for them to be tracked down when a call comes in. The DECT or WiFi capability would take this concern away and is definitely something that we are considering. It is good to know that the Samsung system can be easily upgraded to make this possible.

The installation was very efficient and we were able to run the new systems in parallel with our very old Plessey system for a couple of days until we were certain that everything was running smoothly. We did have a few issues in the early days with people getting used to the new handsets, but as they are so user-friendly this did not take long at all. We have been very happy with the system since it was installed just over a year ago. It does everything that we want it to do and I'm sure a lot more besides that we do not even know about yet!"



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