



# Improved productivity and service boosts revenue

Cisco-based communications have reduced costs and increased staff productivity and sales for meat retailer

## Case Study

Customer Name: **Good Meat**  
Industry: **Retail**  
Location: **Belgium**  
Company Size: **35 employees**

### Business Results

Benefits delivered by the Cisco solution include:

- **Employee productivity and customer service improved**
- **Order errors dramatically decreased by 70 per cent through on-line ordering**
- **Communications costs reduced by €2,000 each month**

### Business Challenge

In Belgium, the Good Meat company is known for exactly that - the highest quality meat, sourced not only from around the world, but also from the company's own herd of Aberdeen Angus cows.

Separate voice and computer systems, however, were frustrating both customers and company employees based at its Brussels main office and its butcher's shops in the city and Ostend.

Around eight office staff worked full time just processing orders from Good Meat shops and the other outlets and restaurants the company delivers to country-wide. Without an effective data network, most orders were sent via fax, and then re-keyed into the company's order system. Typing the wrong number could mean 10 cuts of meat being delivered when 100 were needed.

Sales were potentially being lost. Each shop took its own orders and not being able to automatically transfer calls to a free telephone elsewhere in the company meant customers could not always get through first time.

Communications were not only poor, they were expensive. Line rental costs for ISDN were around €1,200 a month, with calls over the public network costing an additional €800 a month.

### Solution and Results

Over the last two years Good Meat has addressed its communications challenges with a solution founded on Cisco switches, routers and IP telephones.

The company now benefits from an integrated computer and telephone solution across all its locations. Calls go via a secure Virtual Private Network created over the Internet, thus avoiding calls charges. Sites link to the Internet via ADSL which has removed the need for expensive ISDN lines. Connecting sites means that the company now publishes a single telephone number for all customer sales and enquiries, and calls can be automatically diverted to a free phone.

Most orders are now placed on-line directly by customers. This has increased order accuracy and freed up administration staff to take a more proactive approach to sales by calling regular customers and prospects. As a result, revenues are up.

The IP network is also enabling new applications such as an IP security camera system at all locations that protect staff and assets. The company's data is now stored centrally by a Cisco storage system, guarding against potentially disastrous loss of company information.



**“Our voice and data solution has not only reduced costs, it's breathed new life into the way we serve our customers. We spend a lot less time managing paperwork and far more talking to people about what they would like from us. It's great for business and it makes coming to work a lot more enjoyable for us all.”**

**Patrick Vanderhaeghe**  
Owner and Managing Director, Good Meat

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