



Building Best Practice into Business

How Communications Became the Catalyst for Business Change

Case Study

CUSTOMER NAME: **Mills CNC Ltd**
INDUSTRY: **Machine Tools Distribution**
LOCATION: **Royal Leamington Spa,
West Midlands, UK**
COMPANY SIZE: **64 Employees**

BUSINESS IMPACT

Benefits delivered by Cisco solutions include:

- **Assured 24x7 delivery of voice and data**
- **Employee flexibility, productivity and profit**
- **Increased efficiencies and improved call handling**

BUSINESS CHALLENGE

Machine tools distributor, Mills CNC Ltd, had a communication problem - between employees, customers and suppliers. The culprit; a broadband telephony and data solution that failed to deliver the promised cost savings, performance and reliability.

“We were a broadband ‘first mover’,” recalls Mills FD, Nav Ahluwalia. “But our system put us firmly behind the curve. Every time the internet went down, so did our phones.”

Operational efficiency and customer service were at risk - bad news when dealing with some of world’s biggest engineering brands, including Rolls Royce and BAE Systems. Also, as sole UK distributor of lathes from Korean-based manufacturer Doosan CNC, Mills needed to be in constant touch with this critical partner.

“Our telephony system should have been the catalyst to improve working practices, productivity and responsiveness. It wasn’t.” states Ahluwalia.



SOLUTION AND RESULTS

Now it is - thanks to Cisco’s Unified Communications IP telephony system, a fibre optic high speed data link and secure wireless voice and data capabilities. And this time integrating voice and data has been a success.

- Presence software and properly working handsets in the factory / warehouse area have improved business efficiency. Converting faxes to email attachments - using Cisco’s Unified Communications multi-service router - is also saving time, paper and money.
- Cisco IP telephones now act as local ‘hubs’ to reduce the number of patch points, while Power over Ethernet switches provide a single connection point per desk to cut cable chaos and maintenance costs.
- The ‘call you back’ culture has been eliminated. A fully wireless infrastructure allows engineers to move freely around machine demo and warehouse areas without having to disconnect customers. Finally, integrating Mills’ customer database into the intelligent Cisco system allows all incoming calls to be identified by name and intelligently routed to the right person.

“With Cisco’s help, we’ve turned a crisis of communications into a catalyst for change. And the best bit... we’ve had no downtime since the system was installed seven months ago. I am delighted because our receptionist is smiling. And if she’s happy, so am I!”

Nav Ahluwalia
Financial Director, Mills CNC Ltd

For more details please visit www.cisco.com/uk/smb