



## Naked Foods

### New World provides a complete solution to food retail firm

“I am very happy to recommend New World to any future customers. At all times their service has been efficient and professional and they have saved us a great deal of money”



**PROFILE**

**Customer**

- Naked Foods

**Industry**

- Food preparation and supply

**Challenges**

- Existing PBX near end of life
- Reducing communications expenditure

**Solution**

- NEC Univerge SV8100
- Voicemail and staff mobility
- A full review of expenditure

**Results**

- Reduction in lost sales calls
- Dramatically reduced overheads

#### BACKGROUND

Naked Foods supplies a wide range of individually formulated fruit and confectionery products to a variety of food manufacturers.

The Kent-based manufacturer’s customers include national and independent companies and all products are approved by leading stores and retailers.

#### REQUIREMENTS

Naked Foods had previously been using a Panasonic PBX, but the system was coming to the end of its life, and the company had to replace it with an alternative solution.

Within the specification for the new system was a requirement for voicemail across the organisation and also handsets that allowed certain members of staff to have mobility around the offices and factory while retaining the full functionality of a desktop handset.

#### SOLUTION

New World installed an NEC SV8100 communications server, providing Naked Foods with voicemail facilities.

Naked Foods also took advantage of the Bluetooth handset (pictured above), unique in the industry, which enables their staff to move between their office and factory whilst retaining the full functionality of the handset as if they were still at their desk.

“The staff were friendly and knowledgeable about the products they were supplying and helped us change our broadband and phone systems over seamlessly” explained Helen Riley, Director at Naked Foods.

#### RESULTS

As a result of the new SV8100 system, Naked Foods now enjoys a wide range of benefits across the business. One of the most valuable has been the reduction in lost potential sales calls.

New World were also able to provide Naked Foods with an upgraded Broadband service and took over their line rental and call billing services resulting in dramatic savings.

“I’m very happy to recommend New World to any future customers, at all times their service has been efficient and professional and they have saved us a great deal of money”, added Helen.

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