



CASE STUDY



# RESILIENT COMMUNICATIONS FOR EXPANDING LOGISTICS

Menzies Distribution is a leading provider distribution and marketing services to the UK's newspaper and magazine supply chain. It handles 4.5 million newspapers – rising to 6 million on Sundays, and 2.5 million magazines each day, with deliveries made to more than 21,500 customers. Menzies' UK market share is now an estimated 26% in newspapers and 29% in magazines. The company has more than 25 distribution depots, 50 locations in total and over 4,000 employees.

Menzies Distribution is a customer of Daisy (formerly Alternative).

## The Challenge

Menzies understood that in order to continue its growth and remain the most efficient and reliable newspaper distribution business in the UK and Republic of Ireland, it needed to invest in a highly effective, scalable and resilient communications infrastructure.

The company also wanted to sharpen its competitive edge and invest in a system that would enable innovation in its services and ensure that warehouse efficiency and sales revenues were maximised.

## **i** AT A GLANCE

**Company:** Menzies Distribution

**Industry:** Leisure & Entertainment

**Sites:** 51 - 100

**Employees:** 1,001 - 5,000

### Objectives:

- Invest in scalable and resilient communications infrastructure
- Maximise warehouse efficiency and sales revenues

### Solutions:

- Unified Communications

### Results:

- Contact centre solution enabled full business continuity of voice services by making two of Menzies' sites disaster recovery (DR) sites
- Scalable platform for growth has allowed the business to improve customer service, a faster return on technology investment and enhanced efficiency

## The Solution

An IP telephony and contact centre solution was proposed by Daisy. Other solutions from rival suppliers were considered but Daisy's solution provided the superior resilience and scalability that Menzies' needed in order to meet its evolving communications requirements; both within its headquarters and throughout its national network. The Avaya Intelligent Communications solution replaced the previous multi-site network based on Avaya INDeX switches with a centralised configuration based on Avaya Communication Manager (ACM) using Avaya's Flatten, Consolidate, Extend (FCE) approach.

This solution enabled Menzies to rationalise its customer services operations and build a resilient infrastructure with full business continuity for voice services, available at two locations that could act as disaster recovery (DR) sites. It also gave an ideal platform for further growth and the introduction of new services and technology innovations. Various Avaya IP telephony solutions were provided for different Menzies locations, while Avaya's CCE Contact Centre Express and CMS Reporting were deployed within the two call centres and the two acting DR sites. In addition, Daisy provided connectivity services and personalised maintenance support cover for all sites.

## The Result

With the presence of the 24/7 network operations centre team both Daisy and Menzies have visibility and the ability to react as soon as issues are raised with the systems at any time of the day. Menzies has been assigned a service manager and dedicated desk-based support manager. This team ensures that Daisy remains accountable for the project deliveries throughout the life of the contract.

As a result there was improved customer service, a scalable platform for growth, a faster return on technology investment, enhanced efficiency and a huge saving on costs. There was also improved resiliency and business contingency, with enhanced management control and reporting.

*"The integration of our call handling services is good news for our customers and will further increase the level of service we offer. By having one larger customer service department we can invest in the latest facilities and technology. We can also better flex staffing levels through the day to meet demand."*

Terry Dunning, Manager – Menzies Distribution



Find out how Daisy can help your organisation:

[enquiry@daisyuk.tech](mailto:enquiry@daisyuk.tech)

**0344 863 3000**