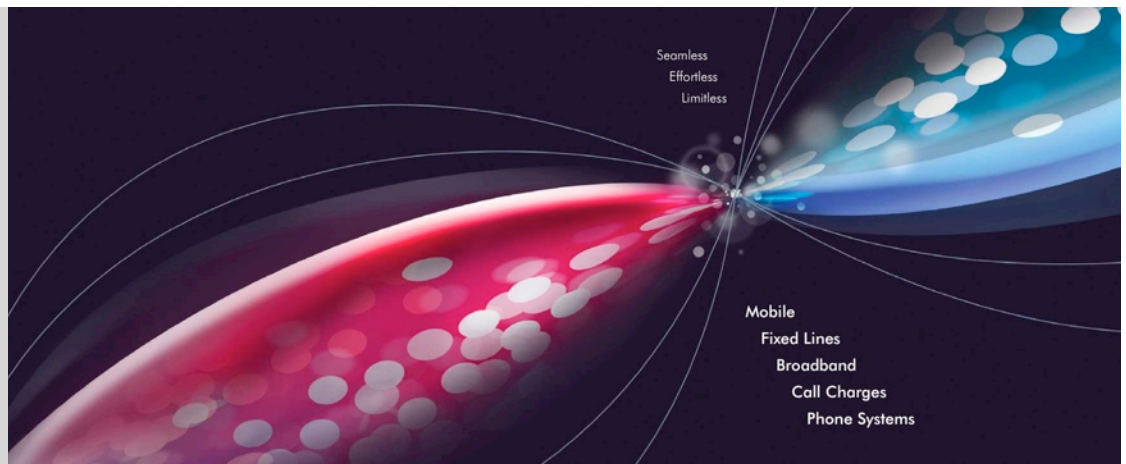


# CASESTUDY

Reynolds Catering



## Expertise and proactive approach give confidence for Reynolds Catering

Reynolds Catering use Southern Communications for its NEC phone systems, voicemail and call recording as well as the majority of its fixed lines. We spoke to Business Systems Manager, Frankie Osei.



**Reynolds is a family business that has grown to become one of the UK's leading independent distributors of fresh produce, chilled and ambient goods to the foodservice market. As winners of the inaugural Re:fresh Supplier Of The Year award, Reynolds continually invest in better product sourcing, cutting edge systems and personnel development to meet and surpass the expectations of its clients.**

The company has a turnover in excess of £125m, employs over 750 people and also has regional distribution centres in Manchester,

the Midlands, Scotland and Bristol with a new centre due to open in Newcastle soon. With national accounts such as Pret A Manger, Pizza Express and Wagamama, this distribution network is vital in ensuring Reynolds remains close to its customers and is able to deliver the speed of service demanded by today's foodservice industry.

### Overview

Reynolds has been a Southern Communications customer for over 10 years and it is this long-standing relationship that has produced a strong link between the two companies. As Frankie Osei, Business Systems Manager explains, the rapid growth of the company has put serious demands on its telecoms systems. "We have a large telesales team who's main job is to take and process orders from

our customers", he says, "but the nature of the foodservice industry and the ready availability of produce from our competitors means we can't afford even one hour without the phone system working - if our customers can't get hold of us we'll lose the business."

One of Reynolds' biggest challenges was to find a supplier that was able to provide a telecoms system that could cope with increased demands as the company has grown. This reliance on a robust and sustainable telecoms system has been the cornerstone of the relationship with Southern Communications.

### Strong working relationship

Having worked with Southern Communications for over 10 years, Frankie believes both businesses have an excellent



# CASESTUDY

**“I have been 100% happy with every piece of advice ever given to us”**

**Frankie Osei, Reynolds Catering**



Image: Reynolds national distribution centre, Waltham Cross

relationship. “It is a competitive environment so you have to look around to ensure you know what else is out there” he says. As a result, Frankie puts constant pressure on suppliers to ensure they receive the systems they need, believing it helps them and their partners to deliver the best service. “Southern Communications are very strong” says Frankie, “they have the flexibility and expertise to deliver the best system and maintain it well.”

Whilst costings are important, the desire to “go that extra mile” by taking time to explain systems and properly advise their suitability for the business are just as important for Frankie. “I’m always reading about new

technology and I know Southern Communications will give me an honest appraisal of whether it will work for our business” he says. The end result is a supplier that he knows will advise him well which in turn gives him confidence in the decisions they are making.

#### **The benefits**

At first glance you would be mistaken for thinking that a reliable and cost effective phone system was the biggest advantage to be gained from Reynolds relationship with Southern Communications, however, Frankie believes it runs much deeper than this. “Their combination of technical expertise and continuity of service means they really understand our

business and what they are selling” say Frankie. “So much so that I have been 100% happy with every piece of advice that Southern Communications have ever given us.”

Not only this but the proactive approach means they can be confident they are using the best systems. “Technology grows so quickly...Southern Communications always come to you when something becomes available and evaluate it against the needs of your business - as well as suggesting ways they can save us money on our fixed lines” he says.



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