

CASE STUDY

Getting cosy with Comfy Quilts

Introduction:

Established in 1971 Comfy Quilts has become one of the UK's largest manufacturers of quilts, pillows and mattress covers as well as print and embroidered bed-linen. Operating from three factory sites and employing over 300 people, their products are supplied to all major retailers and mail order houses.

Comfy Quilts is committed to quality and value and this has been the basis for continued growth and success.



The Problem:

Comfy Quilts were looking to relocate their head-quarter office from Rochdale to the manufacturing plant in Manchester. With 50 telephone extensions on the move, a new system was required to accommodate the sales and accounts departments. As a multi-site business, free calls between sites were also required to reduce the overall cost of communications in the business.

Comfy Quilts chose Purple Penguin to implement a new system and solve some of the communications challenges of operating a multi-site business.

The Solution:

Purple Penguin implemented an Alcatel OmniPCX Office at the new head-quarters in Manchester. Mindful of the fact that an overall reduction in communications costs was required across the three sites, Voice over IP (VoIP) handsets were placed at the Liverpool warehouse to allow free calls between the sites. SIP networking was also put in place to provide transparency across the sites, so everyone could operate and communicate as though they were in the same office.

Following the installation of this system, Comfy Quilts undertook another office move and Purple Penguin managed the changeover with minimal disruption to the day to day running of the business.

The Benefits:

Although the primary objective was to implement a new telephone system, the project has delivered many other benefits across the business, including:

- ✓ Improved call handling
- ✓ More effective inter-site communications
- ✓ Reduced cost of inter-site communications
- ✓ Greater productivity as all staff operate as though based in one building

By choosing to work with Purple Penguin, Comfy Quilts achieved the following benefits:

- ✓ Local supplier who was able to get to site quickly
- ✓ Smooth implementation and management of office moves
- ✓ Gained an understanding of new technologies and their application to the business
- ✓ Strong support from the telephone system manufacturer due to a trusted, proven track record

Comfy Quilts now operate in an environment which is efficient, cost effective and capable of supporting the business as it continues to grow.

Mark Williams, Operations Manager, Comfy Quilts said:

"Our experience of working with Purple Penguin has been very positive and throughout the project I was confident that their skills and experience were of the highest standard. They showed professionalism throughout and it always seemed that nothing was too much trouble for them. We are pleased with the outcome of this project and we look forward to a long standing relationship with Purple Penguin."