



# PREMIER BEVERAGE COMPANY OF FLORIDA CASE STUDY

Premier Beverage Company Achieves Service  
Performance Excellence with Mitel Business Dashboard





#### COMPANY

Premier Beverage Company of Florida, one of the state's largest distributors of wine, spirits, and non-alcoholic beverages.

#### CHALLENGE

Achieve customer relationship excellence while increasing market share.

#### SOLUTION

Mitel Business Dashboard

#### RESULTS

- Dramatically better customer service department performance
- Average caller wait time reduced by 30%
- Abandoned call rate cut by more than a third
- Missed calls reduced by over half
- Ability to set and monitor goals, perform meaningful employee appraisals, and develop performance incentives
- Better, faster service for increased customer satisfaction

If you've enjoyed a glass of fine wine or similar libation in the state of Florida, chances are good that the Premier Beverage Company and Mitel® technology played a role in getting it to you.

One of the largest wholesale distributors of wine, spirits, and non-alcoholic beverages in Florida, and part of The Charmer Sunbelt Group – the second largest wine and spirits distributor in the U.S. – Premier Beverage Company of Florida sells many brands for numerous suppliers out of distribution centers throughout the state.

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“Our customers feel like there are more people working here now, because we handle their calls much faster.”

— Anna Adams, Customer Service Manager,  
Premier Beverage Company of Florida

## Keeping customers, increasing market share

### ABOUT MITEL

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues, and partners. Mitel's ([www.mitel.com](http://www.mitel.com)) US headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

### ABOUT PREMIER BEVERAGE COMPANY OF FLORIDA

Premier Beverage Company of Florida ([www.premier-bev.com](http://www.premier-bev.com)) is one of the largest wholesale distributors of wine, spirits and non-alcoholic beverages in Florida. The company is part of The Charmer Sunbelt Group, which operates in 14 states and is the second largest Wine and Spirits distributor in the United States. A “multiple line house,” the Premier Beverage Company of Florida sells many brands for numerous suppliers. The company services the wine and spirit needs of customers throughout Florida via distribution facilities in Pensacola, Jacksonville, Tampa, Orlando and Miramar.

The customer service department at Premier Beverage is a busy place. Employees handle calls from customers wanting to place orders, report delivery concerns, inquire about and pay bills, and a lot more.

Answering each of those calls within three rings can be a challenge. And when they aren't fielding incoming calls, employees are busy off the phone, managing one of the 200 or so customers assigned to each of them – processing orders, checking delivery status, and ensuring accounts are up to date.

How those calls are handled is critical when it comes to keeping Premier Beverage customers happy, and for growing the company's market share. In today's fast-paced world, seconds count. Customers kept waiting aren't customers for long. And prospective customers not engaged right away are gone before you know it.

### Before Mitel “If it wasn't answered, it wasn't answered”

For a customer service department like Premier Beverage's, excellence in customer service can only be achieved if you know what is happening to calls at all times. You need to be aware of call volumes, of peak demand times, and of trends in service levels. You must minimize customer wait times. And you have to make certain that refused and abandoned calls just don't happen.

This awareness and level of performance used to be impossible for Premier Beverage. Employees dealt with calls as best they could – with less than ideal results. As customer service department manager Anna Adams describes it, “If a call wasn't answered, it wasn't answered.”

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“The Business Dashboard displays everything I need right in front of me – average call times, waiting calls, you name it. And I can modify it any way I want.

**I’m a big fan of this system.”**

— Anna Adams, Customer Service Manager,  
Premier Beverage Company of Florida

# Measureable Benefits with the Mitel Business Dashboard

When the company consolidated their customer service department in 2007, they knew they needed technology to address the situation and enable them to measure and manage the department’s performance. After weighing the costs and benefits of a number of options, they chose Mitel, and the Mitel Business Dashboard. Business Dashboard is able to report all the business metrics required by the customer service team without changing the way they operate, or turning their team into a contact center.

On a single screen, the Mitel Business Dashboard lets Anna Adams see everything necessary to understand and manage her department: “Everything I need is there on the dashboard, and I can control it any way I want.”

“Everything” includes real-time information, such as number of incoming calls, average call time, who is taking calls, and how long calls last. It also includes historic information like call volume over time (almost 20,000 in a recent quarter), peak call times, and a range of other statistics that enable the company to understand their performance and take action to improve it.

Adams and her co-workers now know, for example, that:

- It takes about 4.5 minutes to handle a typical call
- The peak time for calls, and the greatest need for staffing, is between 2:30 and 4:00 in the afternoon
- In the space of a year or so, the Mitel Business Dashboard helped them reduce customer wait times by almost a third – from an average of 26 seconds to 18
- Their abandoned call rate has gone from 1.36 to 0.86 per cent – a decrease of over a third, due, in large part, to alerts that tell employees when a call has been waiting too long and needs immediate attention
- The percentage of refused calls (those that go to a second employee when the first doesn’t answer) has declined from seven per cent to three

In short, the company knows that their customer service department performance has improved dramatically since they started using the Mitel Business Dashboard.



## Intangible benefits, too

The Premier Beverage Company's call statistics make very clear the benefits they have realized with the Mitel Business Dashboard. But there are other benefits, too. Although less obvious, they are equally important when it comes to the department's improved performance.

For one, Adams is now able to provide employees with meaningful performance appraisals based on weekly call statistics. "The Business Dashboard is incredibly useful for performance appraisal," she says, "and not just departmental but individual performance as well. I couldn't do meaningful appraisals without it."

This kind of appraisal capability lets employees know exactly what is expected of them. "Goal setting makes for happier, more engaged workers," says Adams. Employees know exactly how they are doing compared to their goals and what they need to do to continually improve performance.

The acid test, of course, is how the Mitel Business Dashboard has affected Premier Beverage customers. Adams points out that, "although the change to the Mitel technology was transparent to our customers, we haven't had a single complaint since we put the solution in place." She also observes that "customers feel like more people work here, because their calls are being handled faster."



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“Mitel Business Dashboard is just a delight to work with. It’s friendly, I can do everything I want with it, and since we started using it our abandoned call rate and average wait times have consistently gone down.”

— Anna Adams, Customer Service Manager,  
Premier Beverage Company of Florida

# Premier Beverage, Mitel, and the future

The Mitel Business Dashboard has helped Premier Beverage improve performance in their customer service department. But the company also uses Mitel technology in other parts of their organization with similar results. And they plan to add to that technology soon.

Linking all five of their distribution centers with Mitel technology has proven a money saver. José Alvarez, the company’s director of information technology, says that “every year, due in part to finding new ways to use Mitel technology and features, we’ve been decreasing our communications technology costs.” Alvarez notes, too, that Premier’s “sister companies across the country have now migrated to Mitel.”

What’s more, when the company recently broke ground on a new \$45 million facility in Tampa to support their operations going forward, they knew from the start it would include Mitel communications technology throughout.

Given their plans to increase their use of Mitel technology, the benefits that the Premier Beverage Company has already realized in their customer service department and beyond may well be just the tip of the iceberg. There’s no doubt they’re looking at a bright future serving the Florida beverage market.

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