

Manufacturer Improves Responsiveness and Saves Money

Henny Penny Corporation uses Unified Communications with Unified Workspace Licensing for cost-effective collaboration and responsive distributor support.

EXECUTIVE SUMMARY	
HENNY PENNY CORPORATION	- Foodservice Equipment Manufacturing - Eaton, Ohio 500 employees
CHALLENGE	- Increase responsiveness to global independent distributors - Enhance collaboration with manufacturing facility in China - Thrive in challenging economy
SOLUTION	- Replaced PBX system with Cisco Unified Communications Manager - Used Cisco Unified Workspace Licensing to cost-effectively provide employees with multiple communications and collaboration tools - Deployed Cisco Unified Contact Center Express
RESULTS	- Answered 96 percent of calls in less than 30 seconds - Reduced travel expenses to China by an estimated US\$131,250 annually - Saved approximately US\$100,000 on software licenses - Enhanced quality of life for employees

Challenge

Established in 1957, Henny Penny Corporation is a leading innovator, manufacturer, and distributor of cooking, holding, and merchandising solutions for supermarkets, quick-serve restaurants, and noncommercial markets. The family-owned company's products are sold in nearly 100 countries in North and South America, Europe, the Middle East, Africa, the Pacific Rim, and the Caribbean. Henny Penny differentiates itself by providing high-quality products and extraordinary customer service. "If a piece of equipment goes down in a fast food restaurant in the middle of the day, customers need assurance that we can quickly get it operating again," says Brad Fletcher, communications manager, Henny Penny.

Previously, the company's aging private branch exchange (PBX) system inhibited customer service. The company sells and services its products through global distributors. "They need to be able to reach us quickly," says Fletcher. But the old contact center system had only one queue, so a distributor who needed help to repair an oven might reach a technician who specialized in freezers, who would have to transfer the call. "Distributors asked if we could make ourselves easier to reach," says Fletcher.

Henny Penny also wanted to empower its employees with the tools to collaborate with coworkers, suppliers, and distributors around the world. The ability to collaborate with employees in the manufacturing facility in China would avoid costly air travel, an especially big concern in a challenging economy.

"If we had to buy individual licenses for collaboration tools, we would have had to limit them to a small group of users. Cisco Unified Workspace Licensing saved us almost US\$100,000, enabling us to provide collaboration tools to all employees."

—Brad Fletcher, Communications Manager, Henny Penny Corporation

Solution

After evaluating leading unified communications solutions, Henny Penny chose Cisco® Unified Communications. "Cisco provides leading collaboration tools, and we have had an outstanding experience with Cisco customer support with our networking equipment," Fletcher says. Henny Penny also liked Cisco's strength and stability, global partner ecosystem, and open architecture for integrating with other vendors' solutions.

Collaboration Tools

All U.S. employees of Henny Penny use Cisco Unified IP phones. Approximately 50 employees in the IT and manufacturing departments use Cisco Unified Personal Communicator on their laptops for voice, presence, Cisco Unity® Unified Messaging, and Cisco Unified MeetingPlace® Express. Henny Penny reduced licensing costs by taking advantage of Cisco Unified Workspace Licensing. “If we had to buy individual licenses for collaboration tools, we would have had to limit them to a small group of users,” says Fletcher. “Cisco Unified Workspace Licensing saved us almost US\$100,000, enabling us to provide collaboration tools to all employees. Plus, this arrangement simplifies management because we don’t have to keep track of licenses.”

Unified Communications Software Subscription, which is a part of Cisco Unified Workspace Licensing, helps ensure that Henny Penny always has the newest collaboration and productivity capabilities. “As Cisco releases compelling new features, we can make them available to our employees without a long purchasing process, and we don’t have to worry about finding budget for software upgrades,” Fletcher says.

Cisco Unified MeetingPlace Express

Employees use Cisco Unified MeetingPlace Express extensively to collaborate with their global colleagues as well as distributors. Uses include:

- Two-day meetings with distributors, to provide company and product updates: “By conducting the meetings with Cisco Unified MeetingPlace Express, we’re saving money for ourselves as well as distributors, who no longer need to travel to headquarters,” says Fletcher.
- Week-long distributor training: Participants can hear each other, watch the instructor’s PowerPoint presentation, and view video of equipment operation. The instructor simply connects a video camera to a laptop to capture and send the video.
- Weekly sales meetings for the global sales team: “Our vice president of sales likes using video because people know that the others are paying attention,” says Fletcher. “And video gives you feedback that someone who ordinarily speaks a different language understands you.”
- Communicating with the manufacturing facility in China: Employees in China use a video camera to show products during different stages of the manufacturing process, and headquarters personnel can inspect the product and wiring to confirm that the work matches specifications. “Previously, we’d have to fly to China to accomplish the same thing.” (See “Travel Cost Savings.”)

Contact Center

Henny Penny uses Cisco Unified Contact Center Express to shorten call-handling times when distributors call for sales or service support. A live person in the customer service department answer calls and enters the caller’s name, phone number, location, and type of equipment on Cisco Agent Desktop. Then the agent transfers the call, along with the information, to one of five different product queues answered by a product specialist. SpanLink, a Cisco Authorized Technology Provider partner for Cisco Unified Contact Center, configured the solution to recognize a caller who has called earlier in the day and automatically provide a screen pop to the agent.

Results

Improved Caller Experience

Since implementing Cisco Unified Contact Center Express, Henny Penny has reduced hold times by 50 percent. “We are answering 96 percent of calls in 30 seconds, exceeding our goal of 90 percent,” Fletcher says.

In Henny Penny’s most recent customer satisfaction survey, customers gave Henny Penny 9.2 out of 10 possible points for the customer service experience, compared to 7.3 for the closest competitor.

“With the current economic conditions, I can’t say enough about Cisco Unified MeetingPlace Express as a travel substitute. Last year we avoided 15 ten-day trips to China. For each trip, we saved \$6000 in airfare and approximately \$275 daily expenses for hotel, food, and taxi. That’s \$131,250 savings in the first year alone.”

—Brad Fletcher, Communications Manager, Henny Penny Corporation

Enhanced Collaboration

Cisco Unified Communications applications save time for Henny Penny employees and help them be more responsive to distributors. For example, with Cisco Unity Unified Messaging, mobile employees find out about questions and issues sooner because they receive office voicemails as email attachments on their smartphones. With Cisco Unified Personal Communicator, employees can see coworkers’ presence information and communications capabilities, saving themselves the time to dial multiple numbers. Employees can start with an instant message or simple phone call and just click to escalate to a voice, video, and web collaboration session.

Travel Cost Savings

“With the current economic conditions, I can’t say enough about Cisco Unified MeetingPlace Express as a travel substitute,” says Fletcher. “Last year we avoided 15 ten-day trips to China. For each trip, we saved \$6000 in airfare and approximately \$275 daily expenses for hotel, food, and taxi. That’s \$131,250 savings in the first year alone.”

Henny Penny is saving money even after paying for a new primary rate interface line to support the high usage. “We’re also improving the way that we support our dealers because we can conduct a voice, video, and web conference whenever we want,” Fletcher says. “It’s been a big help for collaboration, especially with a global workforce.”

Improved Quality of Life

A family-owned company, Henny Penny places a high value on quality of life for employees. Cisco Unified MeetingPlace Express helps them spend more time at home, increasing job satisfaction. For example, when employees need to speak with someone in China, they can join a conference from their homes over the network, rather than coming into the office very late or very early. “We are becoming a borderless enterprise,” says Fletcher. “Whether an employee is a service agent, sales, or executive, the less time they have to spend away from their family, the better. This also helps us attract the best employees, an important benefit because our success is based on our workforce.”

Next Steps

In the future, Henny Penny plans to upgrade to Cisco Unified Communications Manager 7.0 and provide Cisco Unified Personal Communicator to more employees. Other plans include:

- Provide Cisco Unified Mobile Communicator to mobile employees: Salespeople, executives, and remote service technicians will be able to use their smartphones to access the same services available on Cisco Unified IP Phones, including a company directory and presence. Customers will be able to reach mobile employees wherever they are by dialing their office number.
- Use the Cisco Digital Media System for training and company communications: Digital signs in manufacturing areas, where employees do not have PCs, will display company messages, companywide meetings, and training.

- Integrate Cisco Unified Contact Center Express and customer databases: When the operator enters the customer's product name, the agent will receive links to product information before even receiving the call, to prepare.
- Add Cisco Unified Workforce Optimization tools for the contact center: These tools help with more efficient scheduling and resource allocation, and also enable supervisors to review calls to help agents resolve calls more quickly.

"We're a manufacturing company, but we're successfully using technology to save money and gain a competitive advantage," says Fletcher. "By continuing to focus on what we're good at, customer service and high-quality manufacturing, we can get ahead of the competition while the economy is in a downturn and be in a much better position when the economy recovers."

For More Information

To find out more about Cisco Unified Communications go to: <http://www.cisco.com/go/unifiedcommunications>

To share best practices and unfiltered perspectives, engage with customers and other experts on the Collaboration Community from Cisco at: www.cisco.com/go/joinconversation.

PRODUCT LIST

Switching and Routing

- Cisco Catalyst® 6500 and 3650 Series Switches
- Cisco 2811 and 2821 Integrated Services Routers

Cisco Unified Communications

- Cisco Unified Communications Manager
- Cisco Unified IP Phones 7961G-GE, 7971G-GE, 7936, 7937G
- Cisco Unified Wireless IP Phone 7921G
- Cisco Unity Unified Messaging
- Cisco Unified Personal Communicator
- Cisco Unified Workspace Licensing Professional Edition
- Cisco Unified MeetingPlace Express
- Cisco Unified Contact Center Express
- Cisco Unified Presence Server
- Cisco Unified Video Advantage



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, CCSI, Cisco Eos, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Lumin, Cisco Nexus, Cisco Nurse Connect, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flip Video, Flip Video (Design), Flipshare (Design), Flip Ultra, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Store, and Flip Gift Card are service marks; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0907R)