



Cisco helps to drive cupcake uptake at The Hummingbird Bakery



CUSTOMER NAME: **Hummingbird Bakery**
INDUSTRY: **Food**
LOCATION: **London**
COMPANY SIZE: **100 employees**

BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **Free communication between The Hummingbird Bakery stores**
- **The opportunity to build a dedicated, centralised sales team**
- **Stable, high quality telecommunications**
- **More time for The Hummingbird Bakery team to do what they do best**



Case Study

BUSINESS CHALLENGE

When The Hummingbird Bakery opened its first outlet in London's world-famous Portobello Road in 2004, it marked the beginning of a journey that has seen the boutique bakery become one of the capital's most widely recognised brands. Now, having recently opened its fourth outlet in the city and with two best-selling cookbooks published, the bakery is gearing up to franchise internationally.

Naturally, with expansion comes challenges, and The Hummingbird Bakery had found that the phone system it had been relying on since its early days was fast becoming outdated. Expensive, inflexible and providing no direct way for stores to communicate with each other, the existing phone system was also the cause of a more pressing problem; it was costing the bakery business.

With Hummingbird Bakery's personnel focusing on baking and manning a busy shop floor, dropping everything to head out back and answer the telephone simply wasn't an option. As a result, customers calling in with potentially high-value orders were often unable to get straight through to bakery staff, leaving their request on hold.

SOLUTION AND RESULTS

With the help and expert advice of Cisco Select Partner Unifi Communications, The Hummingbird Bakery moved on to a Unified IP based phone network, made up of Cisco's 7942G, 7911G and 7921G Wireless phones. Bringing communications onto a centralised network, the Cisco solution has:

- Provided free inter-branch and HQ calls via the IP network, reducing costs and increasing productivity and communication between stores
- Given The Hummingbird Bakery's people the freedom to move around the branch as they talk, using Cisco wireless handsets that allow for high quality calls no matter where they are in-store
- Helped to extend capacity and flexibility for growth by ensuring that new phones can be added easily to the network as the bakery expands into new locations
- Saved on line rentals. With each store previously using a number of different lines for calls, fax and Internet, they now need just a single ADSL activated line. All outbound calls from each branch also utilise the Unifi-provided Session Initiation Protocol (SIP) trunk at HQ to further consolidate rental costs across the business
- Opened up the ability to begin tracking telesales volumes, with current incoming and outgoing levels standing at around 800 calls every single day

- Delivered an unbeatable standard of voice and data quality using the Cisco network, with no downtime, interruptions or interference
- Saved time and money on updating letterhead, business cards and more for each branch, with one number used across the board
- Most importantly, it has allowed The Hummingbird Bakery to create a centralised sales team, dedicated to taking and processing customer calls throughout the day. With one central number used to receive orders, the sales team then sends these orders back out to the branches to be baked, helping The Hummingbird Bakery to provide a high standard of service and to better meet with its customers' demands.

"Thanks to Cisco and Unifi Communications, we now have a phone system that helps us sell more, and do more for our customers. For a business that's growing as fast as ours, that's hugely important."

Adrian Mierzewski, IT Systems Administrator