

# Primo Fine Foods

**Customer**

- Primo Fine Foods

**Industry**

- Wholesale catering

**Challenges**

- Lost and missed calls
- Risk of losing customers and opportunities

**Solution**

- Move from copper analogue to digital phone system
- Reliable VoIP server and handsets combined and priced for SMBs

**Results**

- Caller ID and voicemail to email capturing all contact
- Problem-free phone system

**Hardware**

- NEC Univerge SV8100 IP Communication Server
- 6 handsets

**The Customer**

Primo Fine Foods Pty Ltd distributes an expansive range of reputable catering brands to restaurants, hotels, cafés and takeaway businesses. Established in 1989, this Australian owned and family operated enterprise runs a fleet of trucks from its Gosford, NSW headquarters to service clients throughout NSW.

**Challenges**

Buddy Mawad's role as a business owner is a frenetic one: he has customer relationships to nurture; a product range to test and grow; distribution arrangements with brand owners to manage; and a fleet of delivery trucks to be kept on the road.

The distraction and frustration of an unreliable phone system was not something the business could put up with.

"We've worked to build a one stop shop of the highest quality products and to provide fantastic service. Primo Fine Foods has grown to be one of the leading food distributors in NSW. But if customer calls don't get through, all that effort falls down," Buddy Mawad said.

**The Solution**

Nexgen assessed how best to solve Primo Fine Foods' problems. It recommended a move from the unreliable, overloaded copper network that runs through the industrial estate in Gosford, to a digital phone system.

It proposed an NEC Univerge SV 8100 communication server, designed and priced specifically to meet the needs of small to medium size businesses that depend on their phone systems for business critical customer service.

# NEC and Nexgen Catering for Primo Fine Foods' Customer Calls

**"We're the leading food distribution business in NSW. To stay at the top we have to be sure we're getting all calls and messages. We are now confident we're not losing customers or opportunities."**

- Buddy Mawad, Managing Director,  
Primo Fine Foods Pty Ltd

## Nexgen – the No. 1 NEC dealer in Australia

Nexgen delivers innovative telephony and unified communications for organisations of all sizes and has the expertise to help them leverage their existing infrastructure. Its telecommunications products and solutions improve business operations, create efficiencies and enhance the customer experience.

## The Results

Mawad says "Calls are calls, there's no difference between analogue and digital," which is as it should be. Users should not be able to detect what channel is being used for a call, all should be clear and unbroken. But there are many advantages in using the latest, sophisticated digital systems and handsets.

"With Caller ID we can see who's calling and if we can't take a call, the message goes to email so we always know what's going on. We don't lose any calls anymore," he said.

"We supply quality products at competitive prices, as does Nexgen. Three months into using the new phone system and we've had no problems," Mawad confirmed.



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