



“Managed Business Communication can easily be expanded – it provides us with the technical basis for the development of new sales models.”

Edy Neininger
Head of IT, Confiserie Sprüngli

Confiserie Sprüngli: Managed Business Communication

As smooth as a hot knife through butter thanks to IP.

Confiserie Sprüngli has been captivating food connoisseurs since 1836. Managed Business Communication from Swisscom enables it to access the future of communication.

The challenge:
to find a new telephony recipe for 20 points of sale.
“Luxemburgerli” are the real money spinner for Confiserie Sprüngli. These sweet macarons are so legendary that they even have their own Wikipedia entry. This success – which has also been achieved with other delicacies – has enabled Sprüngli to grow continuously and today it caters for its customers in 20 points of sale across Switzerland. Each branch used to operate its own telephony solution. “This resulted in real uncontrolled growth that cost us a great deal,” says Edy Neininger, Head of IT. “We always had to set up and administer the telephony on site. The intention was that a new solution should make life easier for us: We were looking for a uniform system for all points of sale that can be centrally administered and is easy to operate – IP-based and with reasonable, calculable costs.”

The solution:
a complete service that is fresh every day.
With Managed Business Communication Swisscom has opened up the path to sustainable communication in the future at Sprüngli. The managed solution for

all points of sale offers a fully fledged IP private branch exchange from the Swisscom data centre, a flat rate for landline calls, secure networking locally and with Group Headquarters, modern terminals as well as service and support. “If a terminal fails somewhere, Swisscom automatically arranges a replacement immediately,” knows Edy Neininger. “Managing this via the self-service portal is easy, we were able to specify exactly what the portal should do. New branches are integrated into the system with just a few clicks, and individual devices are programmed in no time.” The costs of this worry-free package are transparent and can be budgeted: A monthly fixed price is charged for each user profile.

The result:
all of the ingredients for future successes are in place.
Sprüngli is on the verge of the rollout of Managed Business Communication across the business. The experiences gained from the pilot trial in two branches were all positive, says Edy Neininger: “The launch went perfectly. Our sales staff are not very tech-savvy and yet they were easily able to get to grips with the new system straight away. We also see new opportunities: For example, in future we will be able to link our CRM to the telephony and develop innovative sales models. I am delighted that with Swisscom we have a single point of contact for data and telephony. This – and the reliable service – really does make things easier for us.”

Further information can be found at
www.swisscom.ch/mbc

