

Fischer & Wieser Specialty Foods, Inc.

The Customer

Fischer & Wieser Specialty Foods, Inc. is a privately held company that sells pantry essentials coast to coast and internationally. Fischer & Wieser produces more than a hundred quality items, motivated by the mission to produce quality products that move people to share the taste with others. The company's flagship product, the award-winning Original Roasted Raspberry Chipotle Sauce®, helped put the family business on the specialty foods map. Through its national marketing campaign, the company was one of the first to put a chipotle pepper product on the shopping lists of home chefs from coast to coast. Fischer & Wieser, which has two locations in Fredericksburg, Texas, is still owned and operated by members of the Fischer and Wieser families, 40 years after its inception.

The Challenge

Fischer & Wieser has grown immensely since debuting The Original Roasted Raspberry Chipotle Sauce. With that growth, came an increase in calls, staffing and travel, all of which put a great amount of stress on their aging phone system. "We had been using an old phone system that we piecemealed together over several years," says Lorena Seidenberger, director of finance and systems development. "We were beginning to have difficulties finding both parts and service, not to mention the headache that came when employees shuffled offices – we had to call network support every time."

Outdated hardware was not the company's only problem. Fischer & Wieser was operating with one incoming phone number for each of their two locations – meaning there were no direct lines to employees and no way to transfer between locations. Every call that came into headquarters had to be routed through the receptionist, and possibly asked to hang up and dial the retail number. This was not only frustrating to customers, but salespeople had no way to easily forward calls or check messages from the road.

The Solution

Fischer & Wieser turned to the Zultys IP PBX and Unified Communications product line for solutions. "Zultys is not only within our budget, but also offers a superior product to other VOIP systems," says Seidenberger. Fischer & Wieser finds the Zultys hardware, software and accompanying Help Documents to be very user-friendly. "The software screens walk each individual through setting up different preferences in order to tailor MXIE to fit his or her needs," explains Seidenberger. "The MXIE software allows all users to see if an individual (in the office or working from home) is at their computer, on the phone or wishes not to be disturbed. The call forwarding feature makes it possible to forward both a single line and a group of numbers, which has been especially helpful when the sales team is on the road."

Instant messaging is also a unique capability that has been put to good use in Fischer & Wieser's shipping department. Rather than tie up phone lines, leave lengthy voicemails or add to the pile of e-mails, the shipping department can now flash a quick instant message on the screen of an employee, notifying them that a package has arrived.

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-Lorena Seidenberger, Director of Finance and Systems Development-

Profile

- Two locations
- Rural setting
- Travelling sales team
- Growing company



The Impact

One thing that is expected from a small, family-owned company is great customer service. Busy signals and unanswered calls leave an unpleasant taste in the mouths of customers. Fischer & Wieser, known for fabulous taste, has been able to radically improve the way calls are handled with the Zultys system. No longer must one person miss a meeting or physically man a co-worker's phone trying desperately to answer every call that comes into that department; call groups allow anyone in the company to easily log in and receive another person's/department's calls right at their own desk. Customers never know the difference and efficiency is increased behind-the-scenes.

Linking the phones with the computers has certainly changed the way everyone at Fischer & Wieser works, from the receptionist to the sales team. The Zultys system allows the receptionist to transfer incoming calls with a simple drag of the mouse. Once that call is transferred, the conversation can be recorded for future review, or voicemails can be e-mailed and archived with the customers file.

Even with all the bells and whistles, some of the most basic features are often the most loved. "I love MXIE," Seidenberger remarks. "I never can remember phone numbers and now I never have to – with just a few mouse movements, I am able to call other employees or numbers in my address book."

Zultys - The Elegance of Simplicity

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