



A fresh approach helps Turners & Growers slice cost and boost productivity

power to you



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Having built a successful business marketing, distributing and exporting premium fresh produce, Turners & Growers found it had also grown something unexpected. A sprawling and unwieldy communications system.

When General Manager of IT, Martyn Seddon decided to take a fresh-field approach to the problem, Vodafone was ready with a solution that pruned around \$80,000 per annum from operating expenditure. The business now benefits from a lean and capable telecoms infrastructure, with better communication than ever before.

Situation

As New Zealand's leading distributor, marketer and exporter of premium fresh produce, Turners & Growers needs to co-ordinate a diverse network of growers and staff at multiple sites, while getting perishable produce to market with maximum efficiency. Martyn Seddon puts it succinctly: “We’re a high volume, low margin business. So any cost savings we achieve have a huge impact on our bottom line.”

In 2008 the company took a close look at overheads, with telecommunications identified as one of its largest operating costs. Their aim was to consolidate services with one provider, which would be tasked to implement the most cost-effective solution across the entire enterprise.

As with any project of this size, the opportunities were huge – but so were the risks. Turners & Growers had to be sure that the transition to a new system didn't disrupt day-to-day business. Cost savings were expected, but capability had to be maintained – or even extended where this was possible.



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The solution

Vodafone proposed a multi-strand solution to streamline the company's cost base and remove duplication of structure.

The first part of this strategy involved a new managed PABX solution for groups of three users and over. This offered a more efficient and less costly way of managing groups within a wide range of sites.

Next, Vodafone helped Turners & Growers realise the benefits of mobility within its business. The company's operations are inherently mobile, with large numbers of employees who are rarely at a desk.

Vodafone put forward a Local Number (LN) solution where the individual's DDI permanently resides on their mobile. This meant people could be reached every time, and enabled Turners & Growers to slice the cost of providing a fixed line infrastructure across its operations.

Thirdly Vodafone removed the cost from user group calls between landlines and mobiles. Vodafone offered free calls between all staff members at all locations, freeing up staff to stay in touch without adding to overheads.

The only remaining issue was the potential disruption to the business of moving to the new solution.

Could Turners & Growers shift their business to a new telecommunications system without throwing a spanner in the operations? General Manager of IT, Martyn Seddon, says the Vodafone implementation was an unqualified success. “Vodafone managed the process from end to end. The project management and rollout nationwide was seamless.”

After two years working with Vodafone, Turners & Growers is financially better off. Not only has the company slashed annual operating expenditure, but it now has a system that directs calls precisely where they're needed.

Business benefits

- **Estimated savings of \$80,000 per annum.** Operating expenditure has been permanently lowered by matching infrastructure to staff working patterns. Users have one Local Number for all their calls, ensuring optimum use of the system. Zero cost calls from landline to mobiles within groups also help keep a lid on day-to-day costs.
- **Enhanced productivity of workforce.** Instead of a mish-mash of desk phones, wireless and mobile lines, staff now have just one number. Whether they're working in an office, visiting an orchard, meeting business partners or driving from town to town, contacts can now reach them at any time.
- **Single platform for scalable growth.** Turners & Growers now has a system that is easy to scale up and add new sites. Growing from 18 to 23 sites in a few short years, the Vodafone platform has already proved its resilience and long-term viability.
- **All services consolidated in one location.** Management has been freed up to focus on growth. Instead of reconciling and auditing costs from a range of fixed line and mobile suppliers, Turners & Growers can now access consolidated billing information via Vodafone's online My Business tool. That means less time keeping track of multiple suppliers and more time for growing the business.
- **Added value at no extra cost.** Vodafone has provided Turners & Growers with resources to run a Mobile Marketing campaign at no cost to the company. In Kerikeri Vodafone implemented a tactical coverage solution to ensure the local Turners & Growers operation could make full utilisation of Vodafone's network.

To find out more about how Turners & Growers saved money with Vodafone Business contact your Account Manager or Vodafone Representative.

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- Enhanced productivity of workforce.
- Single platform for scalable growth.
- All services consolidated in one location.
- Added value at no extra cost.

Customer profile

Turners & Growers is New Zealand's leading distributor, marketer and exporter of premium fresh produce, and the largest corporate horticulture investor in New Zealand. Turners & Growers is also a significant grower of several fruit varieties. The company holds the global Intellectual Property Rights to the apple varieties Jazz™ and Envy™, as well as global rights to the kiwifruit varieties ENZARed™, ENZAGold™, and the regional rights to Summerkiwi™.

Turners & Growers selected Vodafone for its ability to provide a seamless solution that sliced costs from the business. In doing so, it gained a system that's set up for maximum mobility and poised for future growth.



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