



Katsouris conquers consumer care

Katsouris have experienced significant growth in the last 10 years and with Creations they have met the challenge of maintaining their high quality of service and customer satisfaction.

Katsouris Fresh Foods is a UK-based food production company, who manufacture and supply fresh chilled, prepared food and dips to the UK markets. Their daily production includes 110,000 ready meals, 30,000 snack food portions and 150,000 dip pots supplying six out of eight UK major retail chains.

Enabling Innovation

Creations was first implemented by Katsouris in 1998 as a specification management system. Since then, Katsouris has worked in partnership with RedSky IT and retailers to deliver fully integrated solutions for specification and supply chain collaboration systems.

Faced with the problem of having to produce multiple specification formats and the speed of their new product development process left them unable to deliver products to

market within required timescales. Their existing system required repetitive input and led to numerous inaccuracies. They also faced the challenge of central control of raw materials, packaging and recipes across their existing three factories.

Improving Consumer Care

With the rapid growth of business Katsouris experienced a significant increase in customer queries. Managing this using a legacy system was no longer meeting their business requirements, becoming overloaded with information and unable to handle the management of customer complaints. This was leading to the duplication of vital information, inaccuracies and out of date records.

The Creations Consumer Care module enabled Katsouris instant access to product data and allowed immediate response to their

customer. Activities are monitored, allowing internal management and customer reports to be generated at any time.

Jackie Bannister, Head of Technical at Katsouris states: "We feel that we are now able to offer a faster and more accurate response to customers. We chose Creations because we felt that, as Katsouris grows, Creations has the potential to grow with us. The system was very easy to implement, and we were able to transfer historical data from our existing format. In today's climate, it is essential to be able to deal with the potential for litigation or prosecution by responding quicker with more accurate information due to increased visibility - we feel that Creations has allowed this to happen."