

MINERVA PRESS RELEASE



CONTACT: Alena Pribišová, Marketing Manager, Minerva Czech Republic
Tel: + 420 543 251 119, GSM: 602 154 934
E-mail: marketing@minerva-is.cz, www.minerva-is.eu

United Bakeries' new call centre makes delivery of fresh bread and pastry to customers easier

Prague, August 26, 2010

The new, centralised call centre connected with the ERP system QAD (previously MFG/PRO) means faster ordering, higher operativeness when processing orders, lower error rate and overall decreased demand for capacities.

Minerva Czech Republic, as the system integrator, provided solutions of interfacing between the call centre and QAD to United Bakeries, in cooperation with its subcontractor, Telefónica O2. The use of this application means that when the call centre receives a call, the customer's number is identified automatically and the operator works in QAD directly with their data. The application can also be used to call customers back directly from the ERP system.

The subcontractor, Telefónica O2, has created an extension of its call centre, using now a phone book and other information directly from ERP and sending the called number back to the system. Minerva Czech Republic has developed a new module for the QAD system, integrating the call centre with the standard QAD Distribution module. While the telephone is ringing, the number is automatically matched to the appropriate customer and an application is automatically launched in QAD for entering or modifying orders, with customer data already filled in. Similarly, the operators may use the application when making calls – they simply pick a customer telephone number in the ERP system and it is dialed automatically. The new application maintains a call history, which can be used for statistics and evaluation purposes.

As a part of the project, Minerva Czech Republic designed a solution for the case when a customer has a planned delivery, but has not yet made an order for the appropriate day. The application finds such customers automatically and sends information to the call centre, which will call the numbers automatically based on set priorities, while showing detailed, relevant information for processing the order.

QAD enterprise information system was supplied and implemented to United Bakeries by Minerva Czech Republic in 2005. QAD is the main information system used in all of the company's plants. It covers and integrates all business areas, from purchasing, production and distribution to financing. The system is used in bakeries in the Czech Republic and Slovakia.



MINERVA is the exclusive provider of QAD Enterprise Applications in the Czech Republic and Slovakia and serves as a QAD distributor in Eastern Europe.

With a sharp customer focus, Minerva is an organization that helps production and distribution companies improve their overall company management with greater efficiency, control, and productivity through the implementation of information systems.

Minerva is capable of offering customers all services, from the installation of software and consulting to system integration and world-class e-business solutions. Years of experience on the market of enterprise resource planning (ERP) and more than 100 companies using QAD Enterprise Applications in the Czech Republic, Slovakia, Hungaria, Russia, Lithuania, Ukraine and elsewhere confirm that customer satisfaction is a commitment Minerva takes seriously. For more information please visit www.minerva-is.eu.

