

# Vodafone UK helps Little Chef serve up a £700,000 cost saving

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- Little Chef staff work on the move, react faster to sales trends and reduce operating costs with a new fixed and mobile communications solution from Vodafone UK
- Working with Vodafone cuts Little Chef's communication costs by 50%

Vodafone UK, the UK's best network, is helping Little Chef to get up-to-date information on sales and customer numbers in their 180 branches across the UK, reduce employee travel time and improve staff productivity – all while saving the restaurant chain £700k per year.

A new, secure and high speed fixed data network between Little Chef restaurants and its head office, coupled with BlackBerry mobile email on Vodafone's reliable mobile network, helps regional managers to get more done on the move to help deliver a great experience to the restaurant's 14 million customers.

"The team at Vodafone listened to our business needs and quickly delivered a tailored communications solution. The team played a big role in cutting our mobile, data, fixed line and IT costs by more than £700,000. We're continuing to work together to drive savings in other areas of our business," said Chris Andrewartha, IT Director at Little Chef.

Where previously Little Chef managers were on the road for long periods, cut-off from important data and emails, they can now rely on BlackBerry mobile email to stay in touch with restaurants and head office. Regional reports and documents can be accessed from any branch, reducing both travel time and petrol costs.

Sales trends, such as an increase in sales of a particular product, or a jump in customer numbers at a specific branch, are now automatically sent to head office through Vodafone's secure, multiprotocol label switching (MPLS) data network solution. The restaurant chain is now able to be more responsive and make better business decisions based on real time sales information that previously took up to four days to process.

Find out more about Vodafone's fixed and mobile solutions at [vodafone.co.uk/builtaroundyou](http://vodafone.co.uk/builtaroundyou)

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## **Notes to editors:**

Little Chef is one of the UK's best known restaurant chains, growing from a single location in Reading in 1958 to almost 180 sites across the country today. More than 14 million people eat in its restaurants each year, which are located along many of Britain's major roads.