



Case study - Phone services and systems: Pernod Ricard

Telephony costs reduced by 21% and Green conferencing saves on travel costs

About Pernod Ricard

Pernod Ricard, a French company that produces alcoholic beverages, has grown to become a worldwide conglomerate.

The company's most famous products include Pernod, Ricard, Jacob's Creek wine and Jameson's Whisky. The group is the leading international spirits operator in continental Europe, Ireland, Central and South America and is the second largest operator in Asia Pacific and North America.

Each year Pernod Ricard sells more than 54 million cases of spirits, 20 million cases of wine and eight million cases of ready-to-drink beverages.

The challenge

Pernod Ricard wanted to reduce its high levels of expenditure on flights for meetings between international offices (including France, UK and Australia), and also aimed to reduce its environmental impact.

After completing a review of its telecoms expenditure and infrastructure, Pernod Ricard decided it needed a new provider and issued a request for tender.

“ Since using Gamma Business Communications, we have benefited from reduced telecoms and travel costs. We have also been able to cut our carbon emissions, which is a very important objective for us especially with our global footprint. ”

Andrew Smith, Pernod Ricard.



Pernod Ricard





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The solution

Gamma Business Communications was selected to provide Pernod Ricard with all of its line rental including ISDN 2 and analogue functionality.

Pernod Ricard also use Gamma Business Communications for their calls. Our Carbon Neutral certification means that Pernod Ricard is making 'Green' calls in the UK and is helping the company achieve Government environmental targets.

The overall key to Pernod's decision to work with us was our ability to offer a full range of solutions. As a result, Pernod Ricard reduced its net telephony costs by 21%.

By introducing high quality video and audio conferencing across its sites, Pernod Ricard has also significantly reduced the number of flights staff make, leading to savings on travel costs and helping the company to reduce its environmental impact.

Benefits

- Net telephony costs reduced by 21%.
- High quality video and audio conferencing has reduced need for staff travel.
- Significant cost savings made on travel.
- Environmental impact reduced.
- Gamma's Carbon Neutral certification enables Pernod Ricard to make 'Green' calls and achieve Government environmental targets.

