"Response times are
now shorter, so customers
can enjoy their winter
holidays with good
customer service."

Gian Marco Menzli
Owner Menzli Sport

Menzli Sport: Smart Business Connect and Business Network Solutions

Connected to sport and branches

Menzli Sport is a family-run firm based in Ilanz with a number of branches in the Bündner Oberland. Depending on the season, it employs between 25 and 50 staff. Winter is peak season for snow-based sports, while most of its summer-time customers are mountain bikers and climbers.

The challenge:
Increasing expectations for customer service
Menzli Sport offers its services across different locations. A customer might hire a ski in Vella and return it in Obersaxen on the other side of the mountain in the evening. "A big problem with the old system was that the information was not always received in time at our other branches. The synchronisation process took too long," says Gian Marco Menzli.
In the past, Menzli Sport had different contact partners for its IT and telephony services and it was not always clear who was responsible for what. The infrastructure was based on different systems and operating costs were difficult to predict. This had to change. When a central system needed replacing, the family firm therefore decided to renew its whole IT and communications system at the same time.

The solution and the result:
Faster response times and more time for customers
The company's branches needed to be linked via a shared company network and communications solution. The IT itself was moved to the cloud, which Gian Marco Menzli

hopes will enable staff members in all branches to access the latest information at any time. Menzli drew up the specifications for the new infrastructure with his local IT partner. "I can work with my tried and tested local partner and, at the same time, benefit from Swisscom's infrastructure," says the CEO. The sports company's different branches communicate with each other not only by telephone but also via Unified Communications and Collaboration (UCC), a communications solution combining different channels such as telephony, online meetings, screen sharing, chat and data exchange.

"The new communications solution helps us to respond to queries more quickly, which is particularly important in hectic situations. If the IT works smoothly, the staff have more time for customers," says Gian Marco Menzli. However, the new infrastructure also has substantial financial benefits. "We can see how much it is costing," he says. Rather than the variable operational costs of its own system, the company pays a fixed monthly price.

Further information at
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