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Oct 11, 2024 Hugo Walker

## Pieminister: "mezzelQ has reduced our Customer Service admin by 60-70%"



For leading food manufacturers, innovation across all areas of their operation is key to sustained success. Pieminister, one of the UK's best-loved piemakers has embraced mezzelQ's online ordering and customer service platform and seen dramatic improvements in both efficiency and customer satisfaction.



### A more efficient team

Initially, Pieminister's customer service team was handling high volumes of orders and customer queries. But with mezzelQ in place, they have adapted into a more agile team without sacrificing service quality. In fact, mezzelQ has allowed them to focus on providing a better, more efficient experience for their customers.

### Amazon-like ordering

When Pieminister onboard new customers, they introduce them to mezzelQ's intuitive interface, likening it to the simplicity of shopping on Amazon or Tesco. Customers no longer need to engage with a customer service team member for every order — they can jump straight into ordering and managing their orders independently.

# B2B and industry-specific

Before choosing mezzelQ, Pieminister evaluated several other systems, but mezzelQ stood out for its specific focus on B2B relationships and industry-specific features; cut-off times, account history tracking, repeat orders and the ability to manage accounts autonomously, plus more. These features are essential for B2B businesses and something they found lacking in B2C-focused platforms like Shopify.

# Drastic improvement in order processing

One of the biggest benefits Pieminister has seen since adopting mezzelQ is the drastic improvement in order processing for their production facility. Before, delays were common, as it took too long to process orders. Now, the facility knows exactly when to expect orders, allowing them to plan and dispatch with precision and ease.

The results were immediate. By launching mezzelQ, Pieminister has been able to sustain growth without increasing their team size. They've found the system incredibly easy to implement across their business, whether staff members are used to working with software or not.

mezzelQ has also formalised the ordering process for Pieminister within their own restaurants, providing historical ordering data and stock level visibility. This has given Pieminister's store managers greater autonomy, significantly reduced ordering mistakes and eliminated the need to rely on previous third-party systems.

# Dramatic reduction in admin

But perhaps the most significant transformation has been in Pieminister's customer service department. mezzelQ has reduced the volume of incoming calls and emails by 60-70%. This shift means that instead of being buried in administrative tasks, Pieminister's team now has more time to focus on actual account management and customer relationships. mezzelQ takes care of the repetitive, time-consuming processes, giving the team more freedom to drive business growth.

# A bright future

mezzelQ isn't just a piece of software — it's a tool that has helped Pieminister elevate their business to the next level, supporting their continued success.

If you'd like to discuss how your food manufacturing business could optimise resources and boost revenue, [contact us](#) today.



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