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Jul 30, 2024 Hugo Walker

Tiffin Sandwiches: "mezzelQ has saved us £100K+ in Customer Service recruitment"



In the fast-paced world of Food Manufacturing, efficiency and innovation are crucial. Tiffin Sandwiches, one of the UK's largest Food to Go manufacturers, has harnessed the power of mezzelQ's market-leading B2B ordering and automation platform to revolutionise its operations.



Streamlined orders and communication

Tiffin Sandwiches faced challenges typical of large-scale food manufacturers: managing high volumes of orders, ensuring timely delivery and maintaining clear communication with customers. Previously reliant on manual processes, Tiffin experienced inefficiencies, miscommunications and increased labour costs.

By integrating mezzelQ's Amazon-like ordering and automation features, Tiffin has streamlined its order management processes. This transition has significantly reduced the volume of phone calls and emails by a staggering 70%, dramatically improving internal efficiency and enhancing customer satisfaction.

Significant cost savings

One of the most remarkable benefits Tiffin has experienced is the impact on the bottom line. With mezzelQ's automation, Tiffin Sandwiches has saved over £100,000 annually, realised through reduced labour costs (less recruitment and successful re-purposing of team members) fewer errors in order processing and optimised resource allocation.

This cost efficiency has allowed Tiffin to reinvest in other crucial areas of the business, further driving growth and innovation.

Enhanced Customer Experience

mezzelQ has also transformed Tiffin's customer experience. Customers can now place orders more conveniently through an intuitive, Amazon-like online ordering platform, track their orders in real time and receive updates without needing to pick up the phone or send an email. This transparency and ease of use fosters stronger relationships with customers and boosts overall satisfaction.

EDI & Data transformation

Before implementing mezzelQ, Tiffin faced significant inefficiencies due to outdated EDI solutions. mezzelQ's advanced EDI platform has automated its data exchange processes, drastically reducing the need for manual interventions. This transformation has enabled seamless communication between systems, ensuring that information flows accurately and promptly.

mezzelQ's ability to aggregate and analyse data from multiple sources has also enabled Tiffin to gain a clearer understanding of its operational metrics and customer behaviours, facilitating more informed decision-making.

Future prospects

The partnership between Tiffin Sandwiches and mezzelQ exemplifies how technology can transform traditional industries. As Tiffin continues to grow, the implementation of mezzelQ positions them at the forefront of innovation in the Food Manufacturing sector.

The significant improvements in efficiency, cost savings and customer satisfaction highlight the potential for other food manufacturers to embrace Digital Transformation opportunities.

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



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