



## **QFFS Uses NCR Power Mobile Software Solution to Streamline Ordering Process and Enhance Customer Experience**

December 16, 2013 at 8:00 AM EST

*Mobile solution delivers customer satisfaction for leading foodservice distributor*

QUEENSLAND, Australia--(BUSINESS WIRE)--Dec. 16, 2013-- [NCR Corporation](#), the global leader in consumer transaction technologies, today announced that [Queensland Frozen Food Services \(QFFS\)](#) – one of the top foodservice distributors in Queensland, has selected and deployed NCR Power Mobile. The innovative and easy-to-use business-to-business (B2B) customer relationship management software solution enables QFFS customers and sales representatives to place orders easily and quickly using their tablets and smartphones.

NCR Power Mobile helps QFFS deliver an intuitive and attractive solution with improved visibility through every stage of the ordering process. This includes real-time status updates on product data, events, promotions, new item lines and the ability to track order status from point of entry through delivery and payment.

“QFFS is always looking for new and innovative ways to make our customers’ lives easier and drive customer satisfaction and service to new levels,” says Angela Hird, marketing manager at QFFS. “With NCR Power Mobile, we are able to provide our customers with a feature rich, vibrant and easy to use solution for placing accurate self-service orders on any consumer-grade mobile device.”

Power Mobile’s value to QFFS is enhanced further by being tightly integrated with the targeted functionality of the NCR Power Enterprise suite, an integrated portfolio of enterprise and supply chain management software solutions.

“In keeping with QFFS’ vision to be the best foodservice supplier in their region, the deployment of the innovative NCR Power Mobile gives them a competitive advantage in terms of customer loyalty, brand awareness and ease of doing business,” said Tammy Weant, vice president global enterprise, merchandising, and supply chain solutions, NCR Retail. “Power Mobile significantly simplifies the ordering experience, improves accuracy, provides unparalleled access to product information and allows QFFS a brand new venue for interacting with their customers.”

NCR Power Mobile is an innovative solution for distributors and their customers that delivers a superior customer experience through both tablets and smartphones running iOS, Android or Windows 8\*. This B2B tool utilizes intuitive workflows to provide consultative selling opportunities that drive sales and foster customer loyalty through improved visibility including detailed product information such as nutritional data and other media-rich content.

### **About QFFS**

QFFS is a private company, based in Darra, locally owned by Queenslanders Bob and Mike Peberdy. QFFS, established in 1961 as “Frozen Food Services”, has grown in size and stature in the foodservice industry to be one of the top three foodservice distributors in Queensland, Australia. QFFS stocks over 7000 product lines including frozen, refrigerated, dry goods, smallgoods, seafood and meat.

QFFS established Prime Foodservice Meats in 2009 to meet the exacting demands of the catering trade whilst striving for high levels of food safety, quality and consistency.

QFFS employs more than 150 local staff and operates a fleet of 30 modern multi-temp delivery vehicles.

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web site: [www.ncr.com](http://www.ncr.com)

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: [www.facebook.com/ncrcorp](https://www.facebook.com/ncrcorp)

LinkedIn: [www.linkedin.com/company/ncr-corporation](https://www.linkedin.com/company/ncr-corporation)

YouTube: [www.youtube.com/user/ncrcorporation](https://www.youtube.com/user/ncrcorporation)

\* iOS is a registered trademark or trademark of Cisco Systems, Inc. in the United States and/or other countries. Android is a registered trademark or trademark of Google, Inc. in the United States and/or other countries. Windows is a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries.

Source: NCR Corporation

Rakesh Aulaya

NCR Public Relations  
912.261.954.583 (office)  
919.987.011.973 (cell)  
[rakesh.aulaya@ncr.com](mailto:rakesh.aulaya@ncr.com)  
or  
Tony Carter  
NCR Public Relations  
678.808.6984  
[tony.carter@ncr.com](mailto:tony.carter@ncr.com)