



Case Study

How Kerr's Dairy Is Exploring AI to Work Smarter

SilverCloud.





About Kerr's Dairy

Founded in the early 1900s by Sandy Kerr, John Kerr & Son Dairymen Limited, better known as Kerr's Dairy, has grown into an established dairy delivery businesses. Today, under the leadership of fifth-generation Director Kelvin Kerr Junior, the business serves more than 24,000 customers across Scotland from depots in Dundee and Dyce, Aberdeen.

From doorstep deliveries to wholesale supply, Kerr's Dairy has built its reputation on reliability, service, and adapting to the changing needs of its customers while staying true to its family-run roots.

Testimonial

"The SilverCloud team are always able to fix our problems no matter how big or small. SilverCloud are always looking at ways to help their existing clients out with new ideas."

Kelvin Kerr, Kerr's Dairy

Challenge

Having worked with SilverCloud for almost five years across IT, telephony, and cybersecurity, Kerr's Dairy wanted to explore how emerging AI technology could support the next stage of the business's growth.

With AI rapidly changing how businesses operate, the team recognised an opportunity to reduce manual administration, improve efficiency, and streamline day-to-day processes, particularly across office operations. The goal was not simply to adopt new technology, but to understand how AI could be implemented in a practical way that genuinely saves time and supports the wider business





Solution

SilverCloud introduced the Kerr's Dairy management team to Microsoft Copilot through a collaborative workshop.

The session focused on demonstrating how AI-powered tools could be integrated into existing Microsoft environments to improve productivity and remove friction from everyday tasks. Following the workshop, Kerr's Dairy decided to roll out Microsoft Copilot licences to 10 members of the management team, alongside tailored training sessions delivered by SilverCloud.

Working closely with the team, SilverCloud has continued to shape the training approach around the specific needs of the business, ensuring the rollout feels practical, relevant, and accessible to every user attending.

Responsive IT support, improved system reliability, and stronger data security

Outcome

Kerr's Dairy continues to rely on SilverCloud as a long-term technology partner, with support spanning IT, communications and cyber security.

The business values the responsiveness and accessibility of the SilverCloud support team, with quick response times and straightforward support helping minimise disruption across daily operations. Whether logging issues by phone or email, the Kerr's Dairy team knows they can quickly speak to someone who understands their environment and can provide practical support.

Alongside ongoing support, the business is now taking confident steps into AI adoption, creating opportunities to streamline processes, improve efficiency, and modernise the way teams work.



We exist to make sure no business is left behind.

The right technology doesn't just keep things running, it gives you the power to scale, stay ahead of the competition, and seize opportunities others miss. As your dedicated technology partner, we work as an extension of your team delivering solutions with expertise and genuine care.

We look at the whole business, not just the IT stack, and build genuine partnerships based on trust, collaboration and a shared vision for growth. Our goal is simple: to help our customers build better businesses. Businesses that scale with confidence, outpace their competition, and have the foundations to thrive long into the future.

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