## Case Study:
National Pizza Franchise

Large National Pizza Franchisee Improves Service & Profits with Star2Star

It's difficult to imagine a business more dependent on their phone system than a restaurant that focuses on takeout and delivery. Star2Star saved the day (and profits) for one large national pizza franchisee.

I t's an old cliché that, in business, "Time is Money". Nowhere is that adage truer than in the pizza delivery business. Lost calls translate directly into lost revenue. If you don't answer the phone quickly enough, fickle (and hungry) customers will simply hang up and call a competitor.

A large pizza delivery franchise in Texas found this out the hard way. They had their incoming calls routing into their 150 stores. If an individual store was busy, the incoming call would roll over to a call center, where an agent would take the order and send it on to the proper store.

There were several problems with this approach. Incoming call traffic is often uneven, so some stores would be slammed with calls while others were idle. But in order to maintain the ability to receive incoming calls at all times, the franchisee was paying for multiple incoming lines at each store. Multiplied by 150 lines, this was a very large monthly expense.
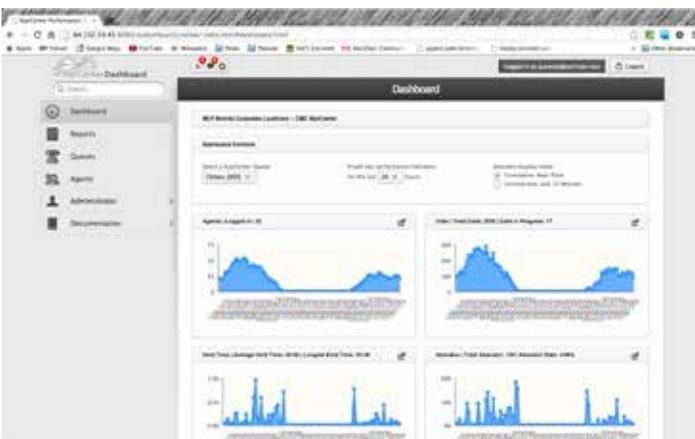
Our StarCenter Contact Center In Action

The franchisee determined that it would be more efficient and cost-effective to try the opposite approach, with incoming calls going to the call center. The individual restaurants could act as overflow for the call center, instead of the other way around. The franchisee was even able to save some additional money by migrating from traditional landlines to SIP trunks.

Unfortunately, the franchisee quickly began having problems with their communications system. Their hosted VoIP service had no QoS and experienced frequent outages. Dropped calls and poor sound quality further reduced the efficiency of the call enter.

In addition to call quality issues, the antiquated PBX/ACD system the franchisee depended on to run the call center was severely limited. The system had a fixed incoming call capacity that was insufficient during peak call times. It also offered little to no room for future expansion of the franchisee's holdings.

Even more problematic was the fact that call center agents were restricted to working at a single call center location where the PBX/ACD system was housed. This greatly limited the franchisee's options and potential pool of employees.

It was obvious that the franchisee needed a new system, one that was far more reliable and scalable than the one they were shackled to.

The franchisee turned to a Star2Star partner to help them meet their communications needs. The partner identified the franchisee's exact needs and introduced them to Star2Star's Scalable Cloud Communications
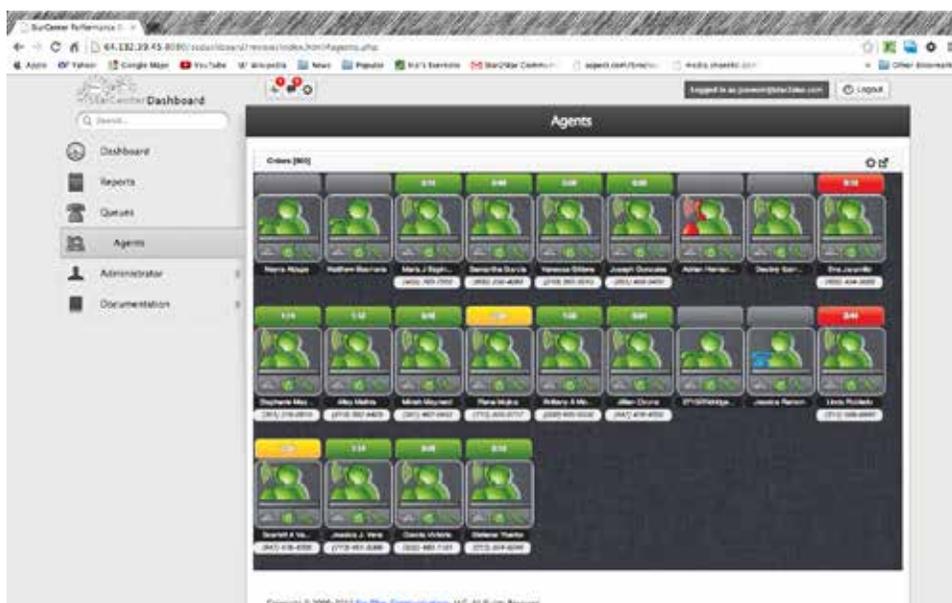
Solutions. Star2Star won the contract because no one else was able to match the reliability and scalability of Star2Star.

Star2Star and the local partner worked together to develop a solution for the franchisee. Star2Star's unique Blended Architecture provided the unmatched scalability the franchisee needed to handle even the busiest call times, such as Super Bowl Sunday, and to continue to expand their holdings unimpeded. Star2Star also provided the reliability that the franchisee had lacked for so long, preventing any further revenue loss due to dropped calls.

Star2Star was also able to provide the franchisee with far greater flexibility and functionality. Because call center workers can connect to the system from anywhere, the franchisee was able to fully staff their call center with the best available candidates regardless of location. The franchisee was even able to use the store staff of any location as overflow call center agents during peak call volume times.

To allow the franchisee to manage their system in the manner of their choice, a customized call center dashboard was provided. This helped reduce the confusion typically caused by the introduction of a new communications system and improved user satisfaction. Star2Star also improved order processing time and efficiency by developing a custom screen pop solution in their order management software.

By the time Star2Star had finished installation, the franchisee's communications system had been fully transformed from an over-priced and outdated Achilles' heel to an affordable and innovative asset. Now, the franchisee is free to conduct their business in the most efficient, profitable, and comfortable manner for them, rather than having their business practices dictated to them by their communications system.

StarCenter displays detailed status information for each agent

Star2Star Communications, LLC
www.star2star.com
941 234-0001