

DELIVERING FASTER FOOD ORDERS

A large, US-based pizza chain handling a substantial volume of calls that fluctuate depending on the day and time (peaking within a 4-hour window in the evening and on the weekends) improves availability and responsiveness with Mavenir's Mobile Business Contact.

ISSUES WITH SYSTEM STABILITY

The previous solution would be unavailable sporadically, which meant calls were not answered. Order taking is time-sensitive; even a 5-minute outage had a significant impact on the business. Each unanswered call was a potential missed sale. The chain needed to improve system stability to ensure no downtime.

RESPONSE TIME ACCELERATION

Order takers used dispositions to categorize each call for reporting purposes. This required manually selecting from a list of dispositions before taking the next call. Similarly, the order taker needed to choose a pause reason when going on a break. In a business where every second matters, the chain wanted to keep the same reporting features but speed up the process.

SELF-CONFIGURATION

The restaurant chain operates across multiple US time zones. This required a customized IVR each time a new store location opened. In addition, different locations wanted specific greetings and messages to use during holidays, weekends, and other special occasions. Having to use professional services for each of these changes was not cost-effective.

FLEXIBLE WORKING OPTIONS

The chain also wanted to manage costs as it expanded to different locations and wanted to handle incoming calls as efficiently as possible. It needed the flexibility to route calls to different order takers, whether they were in different time zones, a remote office, or at home. It also wanted to allow order takers to quickly come online during peak hours and go offline during less busy times.

ORGANIZATION SNAPSHOT

- Vertical: Hospitality
- Location: United States
- Objective: Increase system stability, improve response time for orders, enable self-configuration for each location, and enhance worker flexibility
- Solution: Mavenir Mobile Business Contact

IMPACT

- Implemented a reliable, high availability solution
- Increased call answer rate by order takers to 99%
- Increased calls handled per store by 93%
- Increased average order taker utilization to 90%
- Decreased call wrap-up time by 67%
- Transitioned to self-managed IVR flows after 2 months
- Seamless transition for remote order takers

SOLUTION AT A GLANCE

The chain selected Mobile Business Contact, Mavenir's cloud-hosted, contact center as-a-service (CCaaS) solution. Hosted in redundant data centers in the US, businesses receive Enterprise-grade reliability. The system included disaster recovery functionality to ensure solution uptime.

Mobile Business Contact also features a rich, open API engine that allowed the team to create a customized screen pop for order takers. This allowed them to view orders across multiple restaurant locations. To enhance productivity, the screen pop featured one-click dispositions and pause reasons.

The new solution improved availability and responsiveness:

- almost doubling the number of daily calls per store—from around 30 to an average of 58
- call answer rate increased to 99%
- order taker productivity increased to 90%
- wrap-up time dropped from 30 to 10 seconds

To address their self-configuration needs, the visual IVR editor was vital. The drag and drop functionality provides a simple, do-it-yourself interface to create and manage call routing. The initial IVR was created and maintained by the Mobile Business Contact team. After two months, the chain was able to transition IVR management first to their internal IT teams and then to the local stores.

Regarding flexibility, Mobile Business Contact has no dependence on physical location or equipment. It provides multiple ways for remote workers to connect, either via a web browser, a Chrome extension, even redirecting calls to another device, allowing order takers to access the system from anywhere, at any time, and providing a seamless remote work transition and rapid onboarding for peak hours.

Initially delivered to 40 order takers and 80 store locations, the chain expanded the solution to support 140 order takers, 300 locations, and around 20,000 calls per day.

"We were able to quickly migrate to the new platform and see results. The flexibility of the system provided us with a very personalized screen pop with exactly what we needed to handle orders quickly. The one-click dispositions allowed us to answer the next customer call faster, increasing our sales."

Call center manager

