

## Providing an edge in competitive markets

Our client owns and operates over 200 full service upscale restaurants in the United States. These restaurants feature a blend of high quality, category leading cuisine and attentive service in a high energy contemporary setting.

The restaurants offer intensely flavoured, highly memorable culinary creations, prepared from fresh ingredients, including premium herbs and spices. The menu features traditional offerings and innovative dishes that make our client one of the finest restaurant brands in the world. Superior customer service is delivered in a high energy atmosphere by very well trained staff members.

The energy and buzz of the dining room experience and great food quickly resulted in long wait times and guests wanted to enjoy the food in their own home. The takeout business evolved from this demand. Over time, more and more guests have used our clients takeout food when they do not have the time to dine in the restaurants.

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### The Challenge

The takeout business grew to 10% of overall sales and the majority of this business flows through the phone lines at the host stand. Our client was looking for a solution that would allow the host and hospitality teams' to focus on the dining room guests and also offer a better experience to the take out guests.

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### The Solution

SYNQ3 established a dedicated contact center and assisted in developing a custom in house ordering platform that allowed for the transport of take out orders from a centralized location to support the order taking requirements.

The platform was designed to accommodate all order taking requirements that the guest experienced when calling the restaurant directly. The system continuously interacts with each restaurant's Point of Sale to inform ordering specialist about order lead time, item availability and real time restaurant information including curb side instruction and geographic location information. The specialist is also able to see detailed ingredient listings by item and offer options for those guests with dietary restrictions all within the ordering platform.

The initial pilot included 15 ordering specialists and grew to 90 in a matter of 6 weeks. We were able to partner with the client to deploy 200 restaurants in just over 6 weeks during the highest volume period of the year.

Another system component included the design of a phone platform that had multiple layers of business continuity and disaster recovery, to ensure that guest are always able to place take out orders.

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### The Result

Our client has been able to dramatically elevate the guest experience through the implementation of this contact centre. Call-in guests are provided with better service since the restaurants no longer have to answer over 40,000 calls per week. The in-store hospitality teams are better able to serve guests dining in our restaurants. Overall, guests are being communicated with in a more effective manner.

- Increase in average check more than covers the cost of the call
- Average ticket at least 5% higher than other takeout orders net of the cost of the call

Reported error rates run on average less than 1 per 4,000 interactions. The resulting decrease in manager comps pays for nearly 10% of the service in addition to much happier staff and customers.



**Delivering Positive Outcomes**