



Leading International Restaurant Chain | CASE STUDY

“Not only have we helped our client significantly increase the number of orders processed with our West at Home solution, but we have also improved their revenue per order by maximizing upsell opportunities. In addition, we have helped them improve customer service by reducing the amount of incorrect orders.”

- Senior Vice President
West Corporation

OBJECTIVE: Increase Store Revenue and Improve Customer Service

One of the world's largest pizza chains was managing all customer service calls locally through direct phone lines into each individual location. The chain was concerned about lost revenue and high operational costs because they used store employees to not only handle the inbound calls, but to also produce the product and serve their in-store guests. In addition, they knew there were calls being blocked at the store level on weekends and during special events, but they had no way to measure the total number of customer calls missed.

The restaurant chain needed a low-cost solution that would improve customer service for both their in-store guests as well as for delivery and carry-out customers. The solution had to focus on increasing the average order amount, improving order throughput and freeing up store personnel to focus more on product quality and production. After analyzing various options, the restaurant chain chose West Corporation as their customer contact provider, based upon West's ability to provide a highly flexible solution that would meet their objectives.

THE WEST SOLUTION:

Flexible, High Quality Solutions Featuring Work at Home Agents

Based on initial consultations with the client, it was determined that West's virtual call center solution, West at Home, would be the ideal solution to meet all of their needs. This solution provided the company with highly skilled work at home agents and the ability to scale up or down quickly to meet fluctuating call demands, at a cost that is lower than using traditional call center agents.

The restaurant chain wanted two unique solutions to handle their needs. The first was to have a complete solution to manage every call into key store locations. When calls were placed to a store, they would enter into West's Virtual Automated Call Distribution (VACD) platform which quickly and intelligently routed the incoming calls to the best available home agent using fully integrated Interactive Voice Response. Agents were connected into the company's centralized order taking system, which enabled them to take the order, deliver upsell offers and then submit the information directly to the appropriate store. This allowed employees at the store to concentrate on creating a quality product and delivering the order to the customer more effectively.





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The second solution consisted of a call overflow system. When all lines were busy at a location or the call was not answered within a specified timeframe, the call would be directed to West's VACD system which then delivered the caller to an available agent. West's Network Operations Center monitored all call traffic and web-based monitoring and communication tools were employed to ensure the highest level of quality was achieved for both solutions.

Every customer service agent went through a comprehensive, self-paced training program that provided them with the skills necessary to professionally handle the restaurant chain's customer calls in a courteous and helpful manner, while maximizing the use of order upsells. West also utilized a proprietary workforce management tool, SpectrumSM, to respond quickly to call volume fluctuations. Spectrum allowed West to staff up or down in half-hour increments with agents who had the appropriate skills to handle the restaurant's customer order requests.

THE RESULTS: Tens of Millions in New Revenue and Improved Customer Care

By utilizing West at Home, order throughput has increased by over 13% and West has been able to greatly reduce blocked calls to the company. The highly skilled agents have also enabled the pizza chain to offer upsells to callers more effectively, which has improved the average order amount by as much as 10%. These achievements have helped West generate tens of millions of dollars in new revenue for the company annually.

Because West's agents are able to concentrate solely on handling customer calls, order accuracy has increased and customer satisfaction scores have significantly improved. By utilizing both Spectrum and West's home agent staff, the company is able to quickly meet the fluctuating call demands associated with peak order times, events or weekends, giving the client a level of scalability, flexibility and savings that cannot be matched by in-store personnel or by other outsourced solutions.

The benefits also extend to the individual stores, where the employees can now concentrate on generating a better product and servicing their in-store guests more effectively. The restaurant chain has also been able to reduce or eliminate staff hours in the stores, which delivers additional savings.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies. West helps our clients communicate effectively, maximize the value of their customer relationships and drive greater revenue from each transaction. Our integrated suite of customized solutions includes customer acquisition, customer care and retention services, interactive voice response services, as well as conferencing and accounts receivable management services. Our experienced personnel, cutting-edge technology and advanced systems make it possible to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction.



For more information contact us at:

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or visit us at west.com