Fast Food / Franchise / Retail

Large national pizza chains custom-fit UCaaS & Call Center capabilities to drive efficiencies and revenues.

The Challenge

National pizza chains build their business on volume. The faster they take and process orders, the more revenue they make. It's a straight forward business model, yet there are hidden inefficiencies in their order processing workflows that can impact revenue. When the franchise owners and IT resources of two major national pizza chains decided to leverage Ooma's modern, flexible, cloud communications solution to run their business better, they realized the following benefits:

- No missed calls or orders.
- Faster order processing so they don't lose business to competitors.
- API's provide real time tracking and reporting of call and order processing data for 800 stores across the US and Canada.
- Store-by-store reports and dashboards deliver improved performance analysis.

Call answer time is a critical factor in fulfilling pizza orders efficiently. In the case of one national pizza chain, Ooma's superior call quality and customization capabilities enabled the pizza chain to design and deploy a call workflow that was tailored to fit its business needs perfectly. A unique phone number was provisioned for each store so calls route directly to the desired store location. If the calls are not answered within the designated ring threshold the calls are automatically routed to a 3rd party cloud call center, where agents take the orders and submit them via a digital operations channel that prints the orders in the designated store's kitchen.

This was just the first step in enhancing the order fulfillment process. The pizza chain and its IT / UCaaS consulting company customized its unified communications as a service (UCaaS) solution to provide each store manager with call center data and performance reports. The consultant built a management reporting portal and the new layer of business intelligence enabled store managers and franchise owners to make more informed business decisions about areas for improvement and growth.

Many of the franchise owners run numerous stores, and now they receive summary data along with details for each store, such as:

- Average number of rings.
- Number of calls answered in-store or via the call center.
- Details regarding specific store performance.

Ooma engineered the in-store implementation that was very fast and easy to deploy. It pre-configured the pizza chain's standardized call routing system on each phone and drop-shipped the phones to the store managers for simple "plug and play" deployment.

The Solution

Now the franchise owners and store managers have greater predictability to anticipate peak volume times so they staff accurately to meet demand. They also have gained new insights to address under-performing stores with training and other tactics to shore up service and sales. Now it is easy to see and prioritize what's critical versus spending time on what's not essential.

The pizza stores run more efficiently and management has greater visibility and business intelligence from real-time dashboards and reporting. This translates into better store management, order processing time, and customer satisfaction, which drives growth.
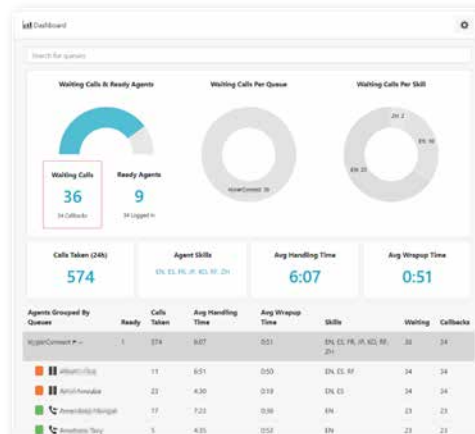

Ooma developed the MyDay dashboard to enable call center managers to see both real-time and historic performance across all agents within the call center. Agents can also see their own views and summaries of their daily activities.

How Ooma Delivers Business Value to Fast Food/Franchise/Retail Companies.

A second pizza chain integrated its AI and Ooma's IVR system to serve repeat customers quickly in multiple locations.

When customers of another major national pizza chain call their local store's phone number, the pizza chain's smart algorithms identify repeat customers and recent order information via APIs into the Ooma call center and UCaaS platform. Now the system can predict what repeat customers want so orders can be processed faster. If the system doesn't identify the customer's recent order, it plays a pre-recorded message to the caller requesting the customers have their address and credit card ready. The length of the outgoing message is timed perfectly to coincide with an overhead paging ringer in the store. It rings twice so a staff member in the store has time to answer the call quickly – by the first or second ring – and take the order. In addition, all the phones in the store will ring at the same time, so if there are multiple phones in each store one will be answered quickly so inquiries and orders are addressed efficiently.

A sophisticated, yet simple-to-deploy, customized queuing system was created to ensure that up to six concurrent calls can be answered at the same time.
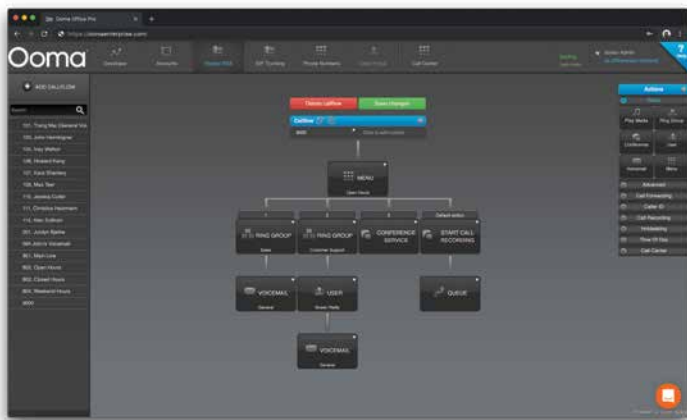
Easily build custom call flows that fit your business perfectly. Drag-N-Drop makes it simple and fast.

Bottom line.

This pizza chain is starting to realize its goal of delighting customers and driving loyalty with AI integrated into Ooma's customized call workflow to fulfill orders faster.

Best UCaaS Value.

Ooma provides the best VoIP call quality and reliability because of our unique network of 7 data centers. Unlike most UCaaS providers that route calls through one key data center that could be half way across the world, Ooma routes each call to the closest data center. Shorter distances deliver the best call quality with no delays. Ooma partners with many carriers to provide the greatest value to its customers, along with the ability to instantly provision local numbers in 100+ countries. And, Ooma IP phones are automatically self-provisioned for fast and easy set up.

Flexibility, ease, and convenience with Ooma Enterprise.

Fast-growing, fast-moving companies love the added flexibility and agility they receive with these capabilities:

- Highest quality VoIP
- Conferencing – audio, video, web, rooms
- Call Center
- Drag & Drop IVR menu builder
- APIs and integration extensibility
- PCI security
- Door entry systems
- Paging
- Cordless DECT
- 99.999 % uptime and SLAs

Ooma serves diverse customers in a wide range of industries, including:

slack   TRACTION on Demand   Optimizely   Zappos.com   Wendy's

Questions? Call 877-412-9552. Request a free consultation and personalized quote today.