

Fast Food Restaurant Chain Enhances Communications

Restaurant chain replaced PBX with unified communications.

EXECUTIVE SUMMARY
<p>RESTAURANT CHAIN</p> <ul style="list-style-type: none"> • 1300 locations in 38 states • 15,000+ employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Upgrade 15-year-old TDM PBX system with IP PBX • Add IP unified communications technologies and features to corporate office and contact center • Leverage WLAN to enhance customer service, productivity, and restaurant service
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Cisco Unified Communications for Retail
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Provided all locations with unified communications to save on toll charges to headquarters and provide efficient internal communications • Experimented with innovative WLAN applications, one of which led to a record number of orders taken at one of the restaurants

Business Challenge

This restaurant chain realized that their Time Division Multiplexing (TDM)-based Avaya private branch exchange (PBX) was antiquated, and IT managers were looking for an IP PBX alternative beginning in early 2007. The infrastructure is primarily Cisco, with Cisco Catalyst® 6500 Series switches in the core, Cisco® Catalyst 3750 Series switches at the edge, and redundant Cisco 877 routers previously in each restaurant before the recent upgrade. Cisco wireless LANs (WLANs) are deployed in each restaurant.

After a competitive request for proposal (RFP) process, the company chose Cisco for their new IP PBX solution, along with a full complement of IP phones and unified communications gear.

Network Solution

Deployed in May 2008, the Cisco Unified Communications Solution for Retail solution included

Cisco Unified Contact Center Express, replacing an older Avaya contact center platform. A Cisco Unified Communications Manager Enterprise Edition is the new IP PBX platform, deployed at the corporate headquarters with Cisco Unity® voicemail and various models of Cisco IP phones, including the Cisco Unified IP Phone 7975 with backlit color touch screen display and the Cisco Unified IP Conference Station 7937G. In the restaurants, the older Cisco 877 routers will be upgraded some time in 2009 to support voice over IP (VoIP) with Cisco 1861 or 2800 Series Integrated Services Routers (ISRs) with VSEC bundles that will help support Payment Card Industry (PCI) Data Security Standard (DSS) compliance.

The Cisco reseller partner provides 24-hour remote network monitoring services for the restaurant chain from two network operations centers on the East Coast and Midwest and added their "UC More" application during the deployment. Corporate users see the photo, contact information, and title of anyone they call either within the headquarters or at any restaurant. Additionally, restaurant revenue and other metrics are displayed on the phone, giving corporate outbound callers a wealth of information that helps them provide better, more personalized service to internal users.

During the deployment, the restaurant company realized that they wanted a new security feature called Secure Messaging, where Cisco Unity encrypts voicemail messages with an expire-able key, helping ensure the system complies with the customer's voice message retention policy. The Cisco Unified Communications Business Unit helped the partner smoothly implement this feature.

Business Results

“The unified communications solutions are a big hit,” says the Cisco account manager. “From day one, we’ve heard nothing but positive feedback from people at headquarters as well as from operators in the restaurants. The culture is very intimate. They want to know each partner out there in the restaurants, so the UC More application is also being very well received.”

Additionally, the company has been experimenting with their Cisco WLANs. One trial included the use of wireless tablets in drive-through areas during the lunch rush. Employees come out to take the orders with the tablet, even before the car reaches the order kiosk. The first day that it was tried, the company set a record for the most orders ever taken at a drive-through.

PRODUCT LIST

Routing and Switching

- Cisco 1861 and 2800 Series Integrated Services Routers with virtual security (VSEC) bundles
- Cisco Catalyst 6500 and 3750 Series switches

Unified Communications and IP Telephony

- Cisco Unified Contact Center Express
- Cisco Unified Communications Manager Enterprise Edition
- Cisco Unity
- Cisco 7961, 7975, 7941, and 7937 IP Phones

For More Information

To find out more about Cisco Solutions for Retail, go to:

<https://www.cisco.com/web/strategy/retail/index.html>



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