

Casual Dining Restaurant Chain



Therese Blackaby

Account Manager
BullsEye

“We were able to go in and really help streamline everything from top to bottom - inventory, services, labeling, payment, etc. – while reducing costs and being called in to help with an unexpected rate hike. It’s always satisfying to be the “good guys” who jump in and help a client in those situations.”



SITUATION

A casual dining franchise company with more than 420 restaurants located in 42 states and 29 countries, was looking to upgrade their existing communications services. BullsEye was referred to them as the go-to for communications solutions by an existing client.

SOLUTION

While BullsEye was developing an upgrade program that focused solely on VoIP, the client’s existing POTS provider announced an impending rate increase. With a keen focus on delivering client satisfaction and service excellence, BullsEye quickly amended the program to address the client’s change in needs. The program included:

- Migrate 650 POTS lines and then convert to VoIP
- Audit solutions and technologies across the company’s numerous sites to identify and consolidate current inventory
- Implement consistent equipment, reporting & costs unilaterally across 209 locations
- Consolidate the company’s multiple bills into one unified invoice

RESULTS

BullsEye successfully provided the client with communications services that were consistent across locations – billing, lines, placement & equipment. This allowed for more streamlined and efficient management, enabling BullsEye and the client to quickly identify and address any concerns by location and thereby controlling costs more effectively.

- Cost savings of approximately \$60,000/month
- Migrated and converted more than 200 lines in 4 months
- Established a team for quick site specific response which will significantly reduce restaurant downtime caused by service issues & interruptions
- Streamlined equipment location, labeling and management across all locations
- Consolidated billing to one monthly invoice
- Provided convenience of a single point of contact for responsive client service