YUMBI®

Switchboard

At YUMBI, we're continually striving to make ordering every meal as easy as thinking about it - anytime, anywhere.

Customers have become accustomed to the immediacy of living in a digitally-enabled world. They value choice, and as such, expect that traditional channels for engagement with the brands and restaurants they love will operate with an equal level of efficiency to their digital counterparts.

Many of today's online food ordering solutions, as well as third-party aggregators, do not offer and/or support call-in orders as part of their product and service. In most instances, centralised call centres are only used to offer a basic level of customer support, but fail to valuably add to the overall ease of the customers food-ordering experience.

*At YUMBI we understand that as a brand, or restaurant owner, there's significant human-capital, financial investment, and management time required to offer an effective call-in ordering solution. This perspective, coupled with our extensive experience in the online food ordering space is what led us to create **Switchboard** - a powerful web-based call-in ordering solution that's built on top of the YUMBI food ordering Platform.*

Switchboard provides brands and restaurants with a centralised tool to help deliver an all-round better call-in ordering experience. When used in conjunction with *StoreFront* (our white-labelled online ordering solution), Switchboard assists with the creation of unified business intelligence reporting for both online and call-in orders. This ultimately helps you to make better decisions and leverage your owned data more effectively.

With *Switchboard*, gone are the days of noisy, crackly store-based phones and distracted cashiers trying to serve both counter and call-in customers.

Some of the key product features include:

The ability to capture call-in orders on any internet-enabled computer, from any location.* That's right, you no longer need the agent to sit in-store. Call-in orders can be captured anywhere and attributed to the correct restaurant.

Automatic customer detail look-up* which helps the agent to immediately identify the customer they are engaging with. This can assist with building brand loyalty and equity, as the customer feels recognised by their favourite brand.

Providing a single-view of customer information for all agents. This ensures that you are able to effectively meet the customer's call-in order experience requirements. Information available includes first and last name, order history, complaint history, their mobile and landline numbers, as well as multiple saved delivery addresses. *Switchboard* also allows agents to flag hoax-order placers, add additional notes for future reference, and make amendments to key information as and when required.

Real-time address validation. By validating the address upfront, the agent is able to ensure that the customer is within sufficient proximity to a restaurant for food collection, or alternatively falls within the restaurant's approved delivery zone. If the latter, the agent can then attribute relevant delivery fee information. This helps to minimise the risk of wasted orders being placed at a restaurant that cannot service the customer's needs.

The ability for agents to service call-in orders for multiple restaurants and brands. This assists with managing the financial and human-capital investment required when offering call-in orders, and allows you to leverage the economies of scale.

Unique call-identifiers* have been built into the product to create a higher degree of confidence that the orders are ultimately placed at the originally-contacted restaurant. This improves reporting accuracy and facilitates better operational management of call centre agents.

Some of the key
product features include: *(continued)*

The ability for agents to view all call-in and online orders placed at the respective restaurant. This single-view of all orders can drastically improve the end-customer experience, as agents can quickly assess what orders are in place and provide relevant information and/or updates.

Creation of a single customer database when used in conjunction with *StoreFront.* This can assist with delivering better data insights and can be leveraged for marketing and communication efforts with *Engage*.

Access to YUMBI's reporting functionality enabling you to accurately assess call-in order frequency, the number of call-in orders per restaurant, success-rates, and much more. All of this creates a greater level of transparency and auditability.

* Requires Voice-Over-Internet Protocol (VoIP) enabled Softphone with integration support.

Let's work together to unlock a consistent ordering experience for your customer and better insights for your business. Contact us for a free demo.