

CASE STUDY



YUMBI®

Benefit from an outsourced call centre

Background

When selecting a phone-in solution, quick-service restaurants have a choice of 3 options.

01

Traditional phone-in ordering:

you use your own staff and resources to take call-in orders. This involves less cost, but greater employee involvement which can lead to increased errors and loss of revenue.

02

In-house call centres:

you use the services of a dedicated team to bring the order experience under the direct control of the restaurant. This is often expensive, requiring additional staff and IT equipment.

03

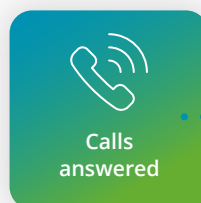
Outsourced call centres:

you use an independent, outsourced call centre with professionally trained agents to take direct control over your customer's phone-in ordering experience.



The hard facts

Outsourced call centres enjoy a 32% overall improvement in operating efficiency when compared to in-house call centres.



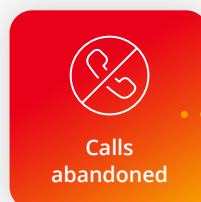
OUTSOURCED

97%

VS

IN-HOUSE

83%



OUTSOURCED

3%

VS

IN-HOUSE

17%



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The Solution

Outsourcing offers distinct benefits

Even though Switchboard automatically looks up customer information, provides real-time address validation and detailed reporting across both the in-house and outsourced options, outsourced call centres still provide the greatest value in terms of offering lower operating costs, inclusive hardware and maintenance, expertly trained agents, and increased sales when compared to in-house.



The Results

How Switchboard drives call-in success

01

Know who you're speaking to

Know when you're speaking to new or returning customers in your approved delivery zone.

02

Increase revenue

Keep in-store staff focused on their primary functions without having to deal with phone-in customers.

03

Increase customer satisfaction

Less dropped calls and unplaced orders, especially during peak trading hours.

04

Full control over phone-in orders

Guide and monitor a customer's ordering experience, utilising a dedicated call centre team.

Speak to your customers with Switchboard

If you're interested in flipping the switch to a highly effective, efficient and reliable outsourced call-centre solution, speak to YUMBI today and let's get you connected to your customers.

