

#### **Products opted into:**













## Background

Pedros Chicken implemented YUMBI Switchboard in November 2022 to address the increasing number of call-in orders coming directly from their quick-service restaurants.

#### THE AIM:



Improve the efficiency and customer experience of call-in ordering.

Overcome the challenges associated with managing a high volume of orders during peak times.

Increased revenue from Call-in Ordering and a well executed Call Centre.



### The hard facts

Switchboard has significantly improved the efficiency of call-in ordering for Pedros Chicken restaurants with only a sample of stores that are taking orders. They have achieved:



improvement in call abandonment rate



increase in average basket size using Switchboard compared to online ordering.



Average spend per order on Switchboard has risen by 6% through online ordering channels this is a result of well trained agents that encourage upsell items resulting in bigger basket sizes.

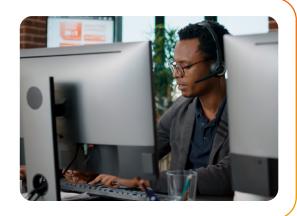




YUMBI reporting and analytics tools have been instrumental in gaining valuable insights into customers' call-in ordering patterns, allowing Pedros Chicken to improve overall operational efficiencies, and deliver a more streamlined ordering process.

Switchboard has assisted in handling increased call volumes and ensuring smooth operations especially over peak periods.

Key call-in analytics tracked included the analysis of **popular menu items** which allowed Pedros Chicken to gain insights into customer behaviour. This allowed the brand to make **data-driven decisions** and **improve service accordingly**.



# Speak to your customers with YUMBI Switchboard

Do you want to make substantial improvements to your call-in ordering process? Speak to YUMBI today, connect to your customers and start driving operational efficiency with Switchboard's powerful features.

