

## CASE STUDY

Switchboard | Pedros Chicken

YUMBI®

Trust Switchboard for increased operational efficiency

### Products opted into:



Switchboard



StoreFront



Insight



Engage



BeHeard



Delivery

## 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:

01

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

02

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

03

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:



28%

improvement in call abandonment rate



7%

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



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## The Results

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.

