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RESTAURANT TEK: REDUCE LABOR COSTS WITH UCAAS

TekTools

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Front-of-House Tech Success

CHALLENGE: OPTIMIZE LABOR COSTS & MAXIMIZE CUSTOMER EXPERIENCE

In a traditional restaurant setting, more employees meant more coverage. And, if you hired the right people and trained them well, this should lead to a better overall customer experience.

However, labor is expensive. Really expensive. And, with the minimum wage hikes getting national momentum, labor isn't getting any cheaper any time soon. So how do restaurant owners and managers balance labor costs with customer experience in mind? You guessed it. Technology. In the case of this resource, Unified Communications as a Service (UCaaS).

THE SOLUTION: UCAAS FOR FRONT-OF- HOUSE LABOR EFFICIENCY

The key to maintaining balance between labor costs and customer experience is to find a way to ensure customers maintain the same - or better - experience after the labor optimization efforts are completed. This is where new technology like UCaaS excels.

UCaaS automates efforts that used to be entirely manual while expediting others for more efficient front-of-house, front-tobackof-house, and customer-to-employee communications.

Take instant messaging (including text messages) as an example. IM can streamline communication between employees. It can.

Restaurant Benefits of UCaaS

1. Maximize labor efficiency
2. Faster customer response
3. Reduce tech costs
4. More digital revenue
5. Easier tech management

"TekEfficient helped us replace outdated, expensive infrastructure with a cost-effective solution that has propelled our digital strategies forward."

President - Wings Over the Rockies

WING·STOP

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also be integrated with Point-of-Sale, Restaurant Management Systems and CRM to automate transactions between customers personnel.

Further integrate with AI chat bots and you have a perceived personal customer online transaction executed entirely by technology, relaying orders directly to the back-of-house team. Text UCaaS integration means more awareness of direct customer communications and potential integration with order/pick-up automation.

Enhanced UCaaS phone attendant features can segment inbound calls to maximize time front-of-house employees spend with probable/actual customers. Reducing time spent on the phone means more time spent with customers in-person or with back-of-house employees.

UCaaS also enables interaction with any Internet-connected device. Gone are the days of your employee attached to a cord. Customer tablet stations reduce hardware costs and footprint while providing a DIY option for tech-savvy customers who know what they want. This gets them to their food faster while allowing the slower customers more time with personnel without a line forming behind them. Mobile device integration also means your employees are always aware of inbound UCaaS customer requests and can respond quickly keeping customers happy and coming back.

To summarize...
+UCaaS reduces time wasted on irrelevant inbound calls
+UCaaS provides new ways to get customer orders processed without engaging front-of-house at all
+UCaaS enables faster response to inbound inquiries
+UCaaS creates personalized feel without human interaction
+UCaaS integrates with almost any system (PoS, RMS, CRM, etc.).

REDUCE OVERALL TECH COSTS & IMPROVE TECH PERFORMANCE

Depending on what your technology setup is today, you could actually save money every month while improving the reliability and performance of your voice and digital engagement systems. UCaaS is cloud-based, which means there are no costly pieces of hardware to install, upgrade and maintain. UCaaS is also easy to use, reducing the need for costly tech support.

REAL BUSINESS VALUE

1 Reduce tech costs by 30%

2 Optimized front-of-house

3 New revenue stream/s

Pro Tips: Be Better at IT

"Only 27% of operators said their company was embracing technology to automate various aspects of their business to a great extent."

QSR Magazine

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TekEfficient routinely saves new customers 30% or more per month when replacing old PBX systems, VoIP or other legacy voice and data setup with UCaaS. And, there is no cost to retain TekEfficient as your IT consultant, which means the savings go straight to your bottom line.

REPORTING & ANALYTICS: THE ICING ON THE UCAAS CAKE

Want to find out how efficient and effective your employees are? Want to see how much of your revenue comes from online and phone engagements? Interested in phone call metrics - how long, how valuable, how many rings, voicemail returns, and numerous others?

UCaaS gives you an incredible reporting engine that will blow your mind if coming from a legacy system with no insights whatsoever. You can even create reports and schedule them to run at your desired cadence so results are waiting for you when you login in the morning.

UCaaS reporting will enable you to make data-driven decisions about personnel retention/promotion as well as know more about whether you are getting the most out of your digital customer engagement channels.

CLOSING ARGUMENTS: UCAAS SETUP IS FAST AND EASY WITH NO TECH STAFF NEEDED

The closing argument on UCaaS is how easy it is to get started. You don't need a degree in IT to deploy across one or many locations and TekEfficient can be a free resources for you if you are that concerned about doing it right.

TekEfficient can also help in transitioning your old contract as well as negotiating the terms of your new agreement to ensure the lowest possible costs moving forward.

To summarize...
+Keep all of your existing phone numbers
+Launch as quickly as a few days depending on complexity
+Use TekEfficient as a free resource to find the right provider
+Use TekEfficient as a free resource to negotiate your contract
+Use TekEfficient as a free resource to help with your install

CUSTOMER IMPACT

1   Faster response

2   More ways to order

3   Dining on their terms

From the President

"We have seen UCaaS transform restaurants from struggling to profitable with a few simple adjustments to their overall tech footprint."
  Patrick E. - President, TekEfficient

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