

KENTUCKY FRIED CHICKEN

www.kfc.com

{ a bicom systems case study }

OVERVIEW

REPSOL, S.R.L. is a services provider and integrator that develops voice, data, video, and security solutions in the Dominican Republic. They have worked with Bicom Systems as a reseller for years, serving call centers, banks, chain restaurants, and more.

In this particular case, RepSol was working with Kentucky Fried Chicken (KFC), a popular chain restaurant in the Dominican Republic and around the world. There are 15 KFC locations throughout the Dominican Republic as well as a corporate office and a call center.

CHALLENGE

KFC approached Hitec with the desire to upgrade and improve their phone system. Aside from the universal goals of saving money and being more efficient, KFC had two specific goals in mind:

1. To implement a system for receiving delivery orders nationally.
2. To unify all communications between their restaurant locations, call center, and corporate office.

Hitec turned to Bicom Systems for assistance in creating a delivery orders processing system and in developing a single platform to unify KFC communications.

With those two goals in mind, Hitec and Bicom Systems got to work.

SOLUTION

A solution for KFC was delivered in the form of PBXware in the Call Center edition and the Business edition. This gave KFC the united platform that they wanted as well as a brand new system for receiving orders.

Hitec created a single, private network and integrated the 15 restaurants, the corporate office, and the call center into it. This allows the different parts of KFC to communicate efficiently, easily, and affordably. The call center includes failover to the corporate office. In other words, calls that are transferred to the call center are transferred to the corporate office.

An IVR was also implemented to streamline the delivery orders process. Customers that dial in interact with Interactive Voice Response system before being connected to the right person.



IMPLEMENTATION

The installation process was relatively simple, quick, and without any issues. Bicom Systems and Hitec spent a day at the KFC Call Center transferring all call processes to the Bicom Systems PBX. Calls were then configured to go to softphones on-site.

Training was a painless process as well. It took about half a day to teach employees to use the new system and to make any adjustments necessary.

Overall, the implementation of this project was successful and without setbacks. After a simple installation and quick training, KFC has been on their own with no need for support or troubleshooting.

RESULTS

Since the implementation, KFC has been enjoying their new telephony system. Both of their original challenges were addressed and they are now running smoothly.

The delivery order system has improved sales by 30% and led to a higher volume of calls converted to orders. This means that they are now receiving more calls that actually mean business for them and wasting less time on non-delivery order calls.

Customer satisfaction has increased greatly with the new IVR. They are now able to call in and quickly place their order. The

IVR is used to broadcast current promotions - helpful to both KFC and to customers.

Finally, KFC has been saving money by using the new phone system. Costs have dropped and business is up.

Overall, this project was a huge success for all parties involved. Bicom Systems and Hitec successfully worked together once again and Kentucky Fried Chicken got the solution they needed and has been thriving on it ever since.

Contact Kentucky Fried Chicken on their website: www.kfc.com.