

“The LiveXchange platform has not only solved our staffing issues, it has significantly increased the quality of our telephone CX and the revenue that we are generating from telephone orders.”

A Major U.S. QSR chain adopts the LiveXchange platform.

BUSINESS CHALLENGE

A leading company in the United States Quick Service Restaurant (QSR) segment was experiencing significant problems in processing telephone orders at their locations. Always an issue in the QSR industry, securing sufficient staff and being able to staff appropriately for peak periods was increasingly difficult. Telephone orders were going unanswered and stores were losing revenue. Leveraging limited staff to answer telephone orders was also negatively impacting the dine-in customer experience. The chain did not have the technology required to control or reroute the flow of telephone orders.

THE LIVEXCHANGE SOLUTION



Ability to seamlessly access remote service providers during peak periods



All Service Providers trained and dedicated to the QSR operator



Ability maximize revenue by increasing call volume and average check



Increase system up-time



Flexibility to direct up to 100% calls at any time of day



Reporting portal, providing analytics for KPIs and trends

OUTCOMES



30% Increase in store sales



Average check higher by **5% to 7%**



Reduction in store operating costs of at least **20%** by balancing calls to CX network during peak times



Abandon rates below **2%**



Improved overall dining experience



Franchisees free to focus on **improving operations**



Improved telephone order experience from professionally trained Service Providers



Generating over **\$150M** in annual revenue