

COMCAST BUSINESS SPICES UP CONNECTIVITY FOR BASIC FOOD GROUP

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BUSINESS

RESTAURANT GROUP IMPROVES OPERATIONS WITH COMCAST BUSINESS
INTERNET AND COMCAST BUSINESS VOICEEDGE™

Restaurant Management Company Running Popular Denver Eateries

Basic Food Group is a hospitality company that manages eight successful restaurants in and around Denver, Colorado: Great Northern Tavern, The Avenue Grill and six Famous Dave's Barbeque locations. In addition to overseeing operations across the restaurants, Basic Food Group also runs a catering business out of its corporate headquarters, where customers can place large food orders for special events. Currently, Basic Food Group employs more than 560 workers across its headquarters and its eight Denver area eateries.

Legacy Internet Connection Inhibited Efficiency and Sales

Basic Food Group strives to ensure an exceptional customer experience across all of its restaurants, which means serving up delicious food complemented by friendly customer service and industry leading technology and amenities. The restaurant group wanted to provide seamless WiFi services for patrons, as well as improve online ordering and delivery options, but it lacked the bandwidth to do so. Each of its restaurants relied on a legacy T1 line to connect to the Internet – at 1.5 megabits per second (Mbps). Guest WiFi and online ordering and delivery were out of the question. Additionally, Basic Food Group was working with a network of different Internet providers across each of its restaurants, which meant service and issue resolution were inconsistent across locations.

Basic Food Group's bandwidth challenges also extended to its corporate headquarters, which oversees restaurant operations and houses a catering center that manages orders from across the network. The facility processes online order requests and has a call center where four employees field more than 20,000 inquiry and order calls each year, the majority of which are transferred from the individual restaurant locations. All told, the facility processes more than 9,000 catering orders annually.

SITUATION

- Colorado-based restaurant management company overseeing eight eateries in the greater Denver area
- Catering service run out of headquarters fields large food orders for special events

CHALLENGE

- Legacy T1 connections couldn't provide the bandwidth needed to support back-end operations, accommodate guest WiFi and manage online ordering and delivery services
- Corporate location and catering center suffered from slow speeds, which presented challenges with food orders

SOLUTION

- Comcast Business Internet
- Comcast Business VoiceEdge

RESULTS

- Reliable, fast Internet fueled guest WiFi across restaurant locations
- WiFi-enabled delivery services have increased to-go orders
- Back-end inventory and ordering processes are expedited
- Catering center enjoys streamlined operations
- Improved voice services facilitate communication between catering center, restaurant branches and patrons

In addition, Basic Food Group lacked the bandwidth to upgrade back-end technologies related to inventory and ordering. Managers tracked inventory manually and had to return to their desks to place food orders, a time consuming and tedious process that negatively affected overall productivity. The group also housed company data on local servers at each restaurant location, which made it difficult to share information and get a comprehensive view of processes across the network or access the data remotely from corporate headquarters.

“Our legacy infrastructure and limited bandwidth speeds were negatively impacting our ability to do business and deliver quality service for our patrons,” said Dallas Massey, director of marketing at Basic Food Group. “In today’s environment, restaurant guests expect in-location WiFi, online ordering and delivery to be standard amenities, and our inability to execute in those areas reflected poorly on our brand. In order to improve our customers’ experience – in location, over the phone and online – a connectivity upgrade was imperative.”

Comcast Business Serves up Speed and Bandwidth to Improve Customer and Employee Experience

Basic Food Group turned to Comcast Business to upgrade connectivity across locations. The provider installed Comcast Business Internet connections ranging from 100 to 150 Mbps across the group’s restaurant locations and added a 150 Mbps connection at corporate headquarters. The additional bandwidth made it possible for the company to offer high-speed WiFi connections for patrons at all of its establishments – the organization’s top priority. Additionally, the service upgrade enabled Basic Food Group to improve its online ordering processes and implement a food delivery service for the first time. The company now partners with third-party vendors to deliver orders to patrons in the greater Denver area. All orders are received via WiFi-based tablets, previously an unfeasible option. The ability to improve online ordering and implement a delivery service has greatly benefitted the company as a whole; since upgrading to Comcast Business, Basic Food Group has seen a 20 percent uptick in to-go sales.

Backend operations also improved after the upgrade. Managers can now use Wi-Fi powered tablets to conduct inventory management in the restaurants, build orders while looking at the products and place orders from the palms of their hands, which frees them from their desks and streamlines processes. Post upgrade, the restaurant group was also able to move to a cloud-based system to track daily sales, labor and food cost, versus storing information locally at each individual restaurant. This move has facilitated information sharing across the group and improved overall business transparency.

“Comcast Business has helped us ensure reliable, high level service across the board, which is what keeps our employees happy and our customers coming back for more.”

- Dallas Massey
Director of Marketing
Basic Food Group

Corporate headquarters and the catering center have also benefited from the move to Comcast Business – connectivity has improved significantly, enabling the facility to handle online orders quickly and accurately. In addition to Comcast Business Internet, Basic Food Group also implemented Comcast Business VoiceEdge™, a cloud-based voice and unified communications system, in its catering center and across the majority of its locations. In the catering center, VoiceEdge has improved the management of phone orders with features like Call Queue. Employees no longer have to pick up, then put people on hold to prevent calls from going to voicemail. Instead, customers are alerted that their call will be answered soon, or they can exit the queue and leave a voicemail. Also, VoiceEdge allows Basic Food Group to warm transfer calls to the restaurants using 3 digit extensions, giving employees the ability to ring specific phones in specific locations, which saves time and improves guest experience. And Basic Food Group leverages the VoiceEdge Readable Voicemail feature to access voicemail transcriptions, helping to ensure accurate communication around events

“Working with Comcast Business has enabled our organization to advance its offerings by leaps and bounds,” added Massey. “In addition to boosting sales, the upgrades have also improved processes for our staff and enhanced the overall experience for our customers, which was our ultimate goal. Comcast Business has helped us ensure reliable, high level service across the board, which is what keeps our employees happy and our customers coming back for more.”