

Pizza chain scales up to fast, efficient and reliable service

Spectrum Enterprise Dedicated Fiber Internet (DFI) powers service at 25 chain restaurants

A popular pizza restaurant chain struggled for too long with inadequate bandwidth and an unreliable legacy network service. Much of their business depends on take-out orders, and some of those were getting lost in a confusing fulfillment process. They were also losing sales due to costly Internet service outages interrupting online sales.

Steve Kaefer, Spectrum Enterprise National Sales Manager, made a case for upgrading to a modern fiber-based network. The chain needed not only more bandwidth than the legacy system they had in place could provide, but also reliability and flexibility to meet increased customer demand. The solution Kaefer had in mind was Spectrum Enterprise [Dedicated Fiber Internet](#) (DFI).

“I explained to them how we could offer a holistic solution for all their locations from a technology standpoint,” he recalls. “They were eager to learn more about what we could do, and immediately put us in touch with the head of their IT department. The discussion ramped up quickly from there.”

Celebrating the past with an eye on the future

Since its establishment in 1954, the chain of pizza restaurants has catered to a broad clientele.

Families and community groups across California and Washington State have been coming for decades to savor delicious food at affordable prices. The restaurants, some owned by the chain itself, others franchised to third parties, are famous for their nostalgic ambiance and informal pizza parlor themes.

The challenges associated with their legacy network had been longstanding. Restaurants were often hobbled by low bandwidth at their various locations. Occasionally there were internet outages that left restaurants with dead phones, cash registers that couldn't take credit cards and lost orders. This problem worsened through 2020 as takeout service became more critical to the chain's bottom line success.

Kaefer and Spectrum Enterprise Major Account Executive Roxanne Dumas immediately set to work analyzing the chain's network needs. They soon saw an opportunity to facilitate some dramatic improvements.

“They had a significant outage in October 2021,” Dumas explains. “All their internet phones went down, impacting most of their restaurants. The managers were extremely frustrated because they couldn't get inbound calls from people placing orders. We told them we could set up



A beloved pizza chain was losing sales due to costly Internet service outages.

Client profile

Company

Restaurant Chain

Industry

Hospitality

Services

Managed Network Edge
Unified Communications
Dedicated Fiber Internet (DFI)

Overview

- A pizza restaurant chain with locations in California and Washington State wanted better connectivity and customer service to serve a highly mobile clientele.
- Spectrum Enterprise designed a chain-wide network system offering reliable, scalable and secure connectivity backed by managed service support to better engage and keep customers.

Outcomes

- Spectrum Enterprise created a customized network configuration for use at the chain's restaurants to improve and augment customer experience at points of sale and across their network.
- Whether customers take out or dine in, the restaurant chain's new network and higher bandwidth capacity provides them with more efficient service.
- Spectrum Enterprise connectivity upgrades will help the chain better meet the expectations of younger patrons and keep them coming back

Why it matters

- The restaurant chain sees the working model designed with Spectrum Enterprise as the basis for a customer-focused network model at all locations.
- As its partnership with Spectrum Enterprise expands, the restaurant chain investigates new opportunities to grow business around forward-thinking technology solutions.



In order to make the remote ordering process more appealing, efficient and simpler for customers to understand, the restaurant chain chose Spectrum Enterprise Unified Communications.

a reliable fiber-based network and back it with a very strong SLA (service level agreement) that provides hands-on support and client peace of mind.”

A menu loaded with options

Having a fiber network represents a huge boost to the restaurant chain's bandwidth, and the reliable network also minimizes the threat of downtime. The Spectrum Enterprise digital upgrade with Dedicated Fiber Internet, first at one chain-owned restaurant, then at four others as well as the corporate headquarters. The introduction of the circuits showed the chain what the power of fiber can do for them.

In order to make the remote ordering process more engaging, efficient and simpler for customers to understand, the restaurant chain chose Spectrum Enterprise [Unified Communications](#). This gives the restaurants fully integrated voice communications tools to maximize efficiency while ensuring the focus of business activity stays where it does the most good: with customers. It also provides voice capabilities at every restaurant location which can be tailored around branded user experiences.

Finally, there was a clear and growing need for a holistic solution to address the restaurant chain's routing and security needs at every location. An integrated network with cameras, sensors and WiFi systems offers the restaurant chain better control of their total business operations from a single point of control. Spectrum Enterprise [Managed Network Edge](#) became part of the chain's total network solution.

Each one of these three Spectrum Enterprise services had something unique and cost-effective to offer; bringing them all together under a managed services package backed by the full-on support of engineers and technicians made the most sense for the restaurant chain.

Managed Network Edge was selected for installation, along with Unified Communications and Dedicated Fiber Internet, at all 25 corporate-owned restaurants. Meanwhile, one of the chain's franchisees independently decided on leasing the three Spectrum Enterprise services, offering a test case for other franchisees to consider.



A revamped point-of-sale system offers a more satisfying and engaging customer experience at every restaurant location.

Tailored strategy drives improved service

At the core of this ambitious digitalization project was a strategy to tailor specific network features around individual restaurants, enhancing each location's ability to meet customer expectations. This was backed with a stringent service-level agreement (SLA) and 24/7/365 support from a Spectrum Enterprise team of engineers and experts.

This was critical to the restaurant chain's decision to move forward with Spectrum Enterprise. "We asked them: 'Does your current service provider handle everything for you, or do you find yourself having to deal with another layer of work just to do your job?'" Dumas remembers. "It came out that they had not been impressed with their prior provider. A lot was getting left on the table. We knew we could do much better."

Being able to address connectivity needs in a single package was impressive by itself. Spectrum Enterprise offers better than that.

"We told them, 'You're going to get the fiber from us, so what if we layer on these managed services with new Meraki devices that can also enable WiFi, sensors, cameras and more,'" Kaefer remembers asking. "We told them we can co-manage it with you, so whether or not you want to take the lead, want us to do it all, or share the responsibility, we can do it for you."

A recipe for success

Spectrum Enterprise's commitment to dependable partnership was proven right from the start, at the first location where Dedicated Fiber Internet alone was installed. Spectrum Enterprise supervisors and engineers stood behind the restaurant chain IT

"When you think of us as a technology partner, and not just a service provider, you realize Spectrum Enterprise can be a one-stop solution for all your key business needs."

- Steve Kaefer, Spectrum Enterprise National Sales Manager

staff as they made their way through a months-long city permitting process all the way to final approval.

With Spectrum Enterprise's support, experience and hospitality industry knowledge behind them, the chain's representatives were able to facilitate a process that forms a model for the chain's other restaurants down the road.

At each restaurant, project engineers and designers work toward a common destination: Greatly expanded connectivity, robust bandwidth for managing orders and the demands of mobile devices and an online service capacity that is ready to meet any spike in customer demand.

"As the success of Dedicated Fiber Internet at the first restaurant came into focus, the business case was made for doing even more, both there and at all the other restaurants owned by the chain," Dumas says. "We began with five of them, plus the headquarters. Then came the order to set up a complete solution — Dedicated Fiber Internet, Unified Communications, and Managed Network Edge — at all 25 restaurants they owned."

"The more they saw, the more they liked," he adds.

Better pizza experiences because of the right technology

A revamped point-of-sale system offers a more satisfying and engaging customer experience at every restaurant location. The Spectrum Enterprise network offers reliability backed by 24/7/365 support, resolving the problem of major outages that so damaged restaurant business in the past.

"They know they have the support of a client-friendly SLA, not to mention a local account team"



Customers shouldn't have to wait too long to bite into a delicious pizza. Spectrum Enterprise designed the connectivity that helps make sure a pizza restaurant chain can deliver on that principle.

Dumas says. "And I know in turn that I have the backing of an extended Spectrum Enterprise team of expert technicians led by terrific service managers, project managers, and on down the line."

What's next for the chain? With Spectrum Enterprise fiber circuits offering a bandwidth-booming, latency-free experience, chain management plans to employ new ideas. One is retrofitting video arcade games so they can be operated not with coins but rather IP-based card-swipe devices managed with the help of Spectrum Enterprise technology. Reviving the tradition of video arcade

"This was a very exciting client engagement because there were ideas we were able to offer that had an immediate, positive impact on their bottom line. Our successes kept feeding off one another."

- Roxanne Dumas, Spectrum Enterprise Major Account Executive

games at pizzerias is an idea with appeal across a range of age groups.

"In order to get more people coming into your place of business, you have to be ready to try different things," Kaefer notes.

With Spectrum Enterprise as their technology partner, the restaurant chain is counting on a happy future of winning over generations of pizza lovers, backed by the power of digital transformation and service that prioritizes customer satisfaction and convenience.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#), [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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