

Marmalade Cafe raises the bar on service with dedicated fiber connectivity

Overview

- Marmalade Cafe, a group of restaurants located in Los Angeles, needed stronger connectivity.
- Maintaining a steady flow of business requires seamless, scalable communications.
- Patrons want access to amenities like televised sports events.

Outcomes

- To establish high speed internet connectivity at all restaurants, Dedicated Fiber Internet (DFI) circuits were installed.
- To better facilitate reservations and deliveries, Unified Communications with RingCentral was set up.
- Restaurant bars were equipped with multiple Set Back Box TV sets

Why it matters

- Marmalade Café reports significant improvements to overall service efficiency.
- The ability to manage orders from a cloud-based platform enables smoother, more reliable service.
- Reliable television signal delivery to all restaurants ensures a seamless viewing experience.

Los Angeles restaurants offer resilient bandwidth alongside fine dining

In one of the most challenging markets in the world for restaurants, Marmalade Cafe of Los Angeles has seen its business grow for over 30 years. They are known for traditional American cuisine with a playful Southern California twist.

"We do a lot of volume across all of our locations," explains Joel Murphy, Area Manager, Marmalade Cafe. "Thousands of customers come through our restaurants every week."

While such longtime offerings as blackened chicken penne pasta, lobster linguini and a chipotle bacon Bloody Mary are popular, patrons were once less enthusiastic about the WiFi service. To expand connectivity for diners and staff alike, Marmalade Cafe decided to put their trust in their longtime television service provider, Spectrum Business.

Staying connected with fine dining across Los Angeles

Marmalade Cafe restaurants are found in prominent neighborhoods across the city. They include Calabasas, El Segundo, Malibu, Santa Monica, Sherman Oaks, Westlake Village and historic Farmer's Market in downtown Los Angeles.

To expand bandwidth at six of the restaurants, via scalable, flexible technology that allows further connectivity boosts if needed, Spectrum Business has set up [Dedicated Fiber Internet](#) (DFI), beginning with two locations.



Marmalade Cafe has grown from a single location in Santa Monica, California to seven restaurants across Los Angeles County. Helping them on their path for growth has been a technology partnership with Spectrum Business.

Customer profile

MARMALADE
Breakfast • Brunch • Lunch • Dinner CAFE

Company

Marmalade Cafe

Industry

Retail

Services

Dedicated Fiber Internet (DFI)
Set Back Box TV
Unified Communications with RingCentral



Patrons enjoy being able to follow sports and other televised events while dining. To accommodate them, Marmalade Cafe has Set Back Box TV sets installed at every dining area.

"We saw an immediate difference at the Santa Monica and Sherman Oaks restaurants we now want to repeat at our other locations," Murphy notes. "Our higher volume locations serve as many as 1,500 people a day. Every minute we can shave from their wait time has value to us."

No unanswered calls

Murphy wanted to be sure people who call the restaurants always find someone ready to handle their reservation. Switching over to a cloud-based communications platform offered greater reliability.

Today, service is managed from one central portal, eliminating the possibility of unanswered calls, using [Unified Communications with RingCentral](#).

Unified Communications with RingCentral enhances many aspects of Marmalade Cafe business, such as catering and take-out orders. While the total number of people dining at each Marmalade Cafe location can exceed 1,500 every day, hundreds of additional online orders are simultaneously processed using a third-party delivery service.

Always ready for the big game

To make sure patrons better enjoy their experience, Marmalade Cafe relies on an interactive HDTV service that is customizable, scalable, and cost-effective for their needs: [Set Back Box TV](#) from Spectrum Business.

"If there are any dropouts or loss of signal with our television service, that's a big problem for us, obviously," Murphy notes. "We never have any issues at all with Spectrum Business. It's been great."

The positive experience Marmalade Cafe has had with its television service is why Murphy says he has grown to trust Spectrum Business for other technological challenges:

"Consistency of response really matters at the end of the day. The employees here all know what to do, not just who to call but how something gets escalated. Spectrum Business is a lot easier for us than having to manage different expectations depending on the services involved.

"For us, the customer service and the reliability were huge parts in making the decision to have Spectrum Business dedicated fiber installed at all our locations."

— Joel Murphy, Area Manager, Marmalade Cafe

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