

Restaurant Franchise

A Well-known Restaurant Brand Turns to Fusion Connect for Economical, Nationwide Broadband to Power WiFi



SUMMARY

- Segment: Casual Dining Restaurants
- Customer: One of the world's largest casual dining companies with four highly recognizable, respected brands experiencing growth
- Locations: 800
- Business opportunity: Encourage loyalty and repeat visits by launching a customer mobile app accessed through in-restaurant WiFi
- Technology Services Needed: High-speed Internet from a single provider, nationwide, to support WiFi in the restaurants
- Summary of Outcome: Fusion Connect installed an economical broadband solution for customer-facing WiFi in record time

OPPORTUNITY

Social media has leveled the playing field, allowing small, boutique stores, hotels and restaurants to compete effectively against major brands without large outlays of advertising dollars. The move has forced many major brands to reinvent the customer experience, finding and investing in new ways to engage with customers online before, during and after the sale.



CASE STUDY

INDUSTRY: Restaurant Hospitality

Restaurant Franchise

The restaurant asked Fusion Connect to take over 120 circuits that they had previously purchased from a competitor, because they preferred the Fusion Connect service and support experience.

BETTER ENGAGEMENT WITH GUESTS

Looking to improve engagement with guests, one of the world's largest casual dining companies, currently experiencing growth, wanted to deploy such a solution. This restaurant powerhouse has more than 800 locations under four highly recognizable, respected, and growing brands.

FUSION CONNECT SOLUTIONS FOR RESTAURANTS

The company selected Fusion Connect to provide a broadband solution for its restaurant locations nationwide. Fusion Connect's extensive broadband footprint was a deciding factor. Fusion Connect also offers a broad range of solutions designed for for restaurant and retail businesses including broadband monitoring and failover, nationwide Voice over IP, unified communications, private networking, managed security, managed WiFi, and cloud services.

OUTCOME

Installation has progressed rapidly and on-schedule, with an average of 110 circuits installed per month. When installations are complete, restaurant locations nationwide will have the bandwidth necessary to deliver free, secure WiFi to customers. This solution lays the groundwork to launch the company's new mobile app. Fusion

Connect service and support has exceeded the customer's expectations. In fact, the restaurant asked Fusion Connect to take over 120 circuits that they had previously purchased from a competitor, because they preferred the Fusion Connect service and support experience.

BENEFITS

The restaurant will soon be poised to provide guests with a superior experience, both in the restaurant and online – via the mobile app and on-site free WiFi. The Fusion Connect solution prepares the company to better compete in today's digital, highly social world. By relying

on a single provider for its Access services, the company has one point of contact for billing, technical support, and more. Plus, a dedicated Fusion Connect account team will serve the company for life.



THE FUSION CONNECT ADVANTAGE

ENABLING THE CONNECTED ENTERPRISE

Optimize your business communications, costs, and continued collaboration from any place or device, with crystal-clear quality. Securely connect your business locations and remote workers.

LEADING-EDGE TECHNOLOGY

Fusion Connect's optimized platforms leverage leading technologies, meaning seamless integration of solutions across your virtual and fixed technology platforms.

DEDICATED SUPPORT TEAM

Our 100% U.S.-based expert tech support is available 24/7 to keep your business online and available regardless of the situation.

Visit www.fusionconnect.com to learn more.

Or, contact a Fusion Connect Business Consultant today at **888-301-1721**.

