

More Pizza, More Profit:

Intorrent Technologies' Cloud Phone Solution Improves the Call Handling Process for Pizzerias, Delivery and Takeout Restaurants

Intorrent Supercell Hosted Phone System Offers Enhanced Call Queues, Rollover, Call Recording for Associate Training, and Dial-a-Cell-by-Extension Functionality

Grand Rapids, MI— Peter Arena, owner of Kent County, Michigan's chain of Arena's Pizza restaurants, is a happy guy. Orders are up, and business is good. He attributes his success to hard work, a great product, and his new phone system, which has enabled him to better serve customers.

Recently, he made the shift to Intorrent Technologies, a provider of Asterisk-based Voice over IP (VoIP) phone solutions for small business. Arena's system, the Cloud-based *Intorrent Supercell*, was deployed by VanBelkum Companies, Intorrent's Western Michigan partner reseller. It's solved a few important issues.

"We were getting a lot of complaints from customers that some of the stores were a little busier than others and they weren't getting through. If customers aren't getting through, they're calling the pizza place down the road," said Arena.

Intorrent Supercell enhanced the way Arena's Pizza handles inbound call volume. Previously, the phone system could accommodate one customer being served, and one on hold. A third got a busy signal. Now, his phones accommodate every caller, even during the busiest periods. Customers are immediately greeted by an automated message, with callers on hold hearing reassuring messaging that their order will be taken shortly. "We've noticed a drastic difference in ticket sales—everything's going up now. We're not missing phone calls."

During peak hours, Arena's is also able to utilize rollover functionality for order processing. If one restaurant gets more calls, on-hold customers are transferred to another store to order their pizza. That store enters the sale for the local pizzeria without a hitch.

Intorrent's switchboard provides valuable information on call handling—detailed accounts of inbound/outbound calls, number of rings before the call is answered and call duration. "We can go onto the system and tell you how many calls we're getting per hour, per day, per week, and see what our peak times are. And now I can schedule labor around those calls."

See the Story: Arena's Pizza



< click image to view video >

Another useful feature is Intorrent Supercell's fast-access call recording. Arena uses the recordings to train associates on how to handle calls as efficiently as possible. Exceptional interactions are shared with his team as reference, and conflicts or difficult customers can be assessed in the appropriate way. The recordings have resulted in a better, faster-trained workforce, he said.

For restaurants with delivery teams, Intorrent systems can be equipped to ring cell phones as extensions. A quick configuration lets managers call associates on the road with any important instructions. The office is anywhere, even if it's nowhere.

Darrell Hensley, Intorrent Technologies Managing Partner, said, "Outdated technology is one of the primary reasons why small restaurants get tripped up in the marketplace. Intorrent's flexible and scalable communications grow at the speed of business. You can add locations, phones, users and enterprise-grade features as you need them, and all at a small business price."

After an interview at one of his restaurants, Arena left to pick his son up from school. But not before baking up one of his signatures pies. "Pretty good, huh? I'm just trying to deliver a better pizza to Kent County." With Intorrent, he is.

About Intorrent Technologies

Intorrent Technologies specializes in Asterisk-based VoIP deployments for small- and medium-sized businesses. Cloud, premise or hybrid, Intorrent's solutions and expertise helps companies from any industry optimize their communications and lower costs. In the flood of communications technology, businesses keep cruising with Intorrent Technologies.

Visit www.intorrent.com for the new value proposition in communications.



Intorrent Technologies:
Helping You Keep More of the Pie

- 25% reduced hold time
- 25% more orders taken
- 30% phone system savings
- 20% faster training period