

'VoIP to Go' - Yo! Sushi Adopts IP Telephony to Keep its Restaurant Expansion Plans 'On Track'

2008-09-10

Innovative Restaurateur Selects Swyx Technology to Reduce its Operational Costs, Converge its Voice and Data Services and Establish an In-House Contact Centre for its Home Delivery Service

Swyx a market-leading vendor of Unified Communications for SMEs has been selected by Yo! Sushi one of the world's fastest growing restaurant chains to supply an IP telephony solution to replace its aging circuit switched incumbent. The company will upgrade its existing 35 restaurants with the new technology and has aggressive plans to roll-out a further 15 outlets within the next 12 months. The solution will be supplied and implemented by Swyx partner, GP Network Solutions. Yo! Sushi specialise in delivering high quality, Japanese style 'Sushi' food to its customers via its now famous conveyor belt system.

IT Manager at Yo! Sushi, Billy Walters explains the selection decision, "The on-going costs of the line rental and telephony maintenance were becoming a significant overhead to the business and as we had plans to double the number of outlets within two years this was an appropriate time review our overall telecommunications strategy. There are a number of excellent IP based products on the market, however what we liked about the Swyx solution was that it is based on software licenses rather than hardware, therefore in an expanding operation such as ours rolling out new users would be very straightforward and could be handled centrally without third-party support. Furthermore, it was very easy to use, and other options such teleconferencing, auto attendant, and its script editing features were included within the basic price making it not only a compelling technical proposition, but also very good value for money."

The Swyx solution also provided Yo! Sushi with the opportunity to bring their home delivery service, which was previously outsourced to a third-party, back in house. According to Waters the flexibility of the system allowed Yo! Sushi to integrate their inbound calls with their customer database and maps package, routing the calls using a non-geographical number to their call centre based in London. This reduced the costs of outsourcing and provided a better service to customers as the agents are all Yo! Sushi employees and therefore have an excellent understanding of the menu.

This article comes from Hotel News Resource

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