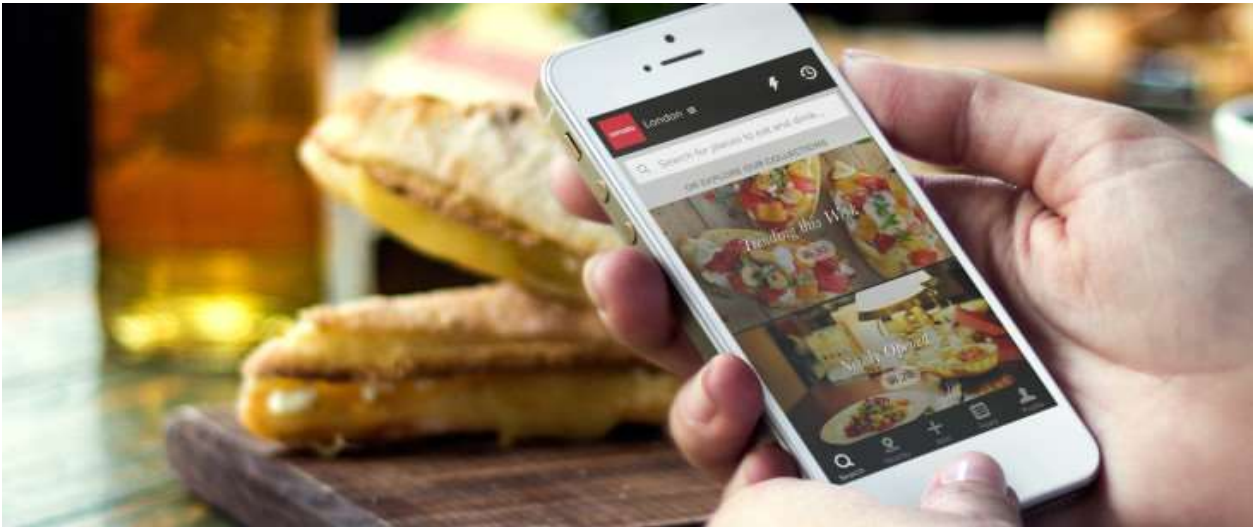


## Food World: How Automated Calls Help Restaurants Serve Better



Lip-smacking food. Jaw-dropping ambiance. If you think that's enough to run a restaurant successfully and profitably – you are mistaken. Why, you ask? Well, like for any other business, *customer service* is paramount to the food industry. From office parties to late night cravings, food is equally enjoyed when delivered to a place away from the restaurant or cafe. Food, by all means, is just a phone call away! This brings us to a daunting catch – more the calls, more the number of agents tethered to desk phones. Moreover, a lousy call management system can be detrimental to sales, let alone waive off patrons.

So, the pertinent question - how can CMS be made better for restaurants that deliver? Big or small, restaurants can benefit markedly with the help of automation. A virtual receptionist service, for instance, makes round-the-clock service a reality. Imagine a smart IVR in a polite, human-like voice that greets customers who call to place an order or book a table. Based on intent, calls can also be routed to delivery agents, receptionists or a restaurant manager. Not just that, automated calls make it easy for restaurant managers to keep track of order history and preferences of several customer profiles. This is purely lucrative as intelligent suggestions can be provided to customers the next time they order.

All in all, investing in technology is an integral part of keeping today's discerning diners happy and content. An automated call answering service helps to time meal preparation in a way that makes customers wait for the shortest duration. The serving staff is guaranteed to make fewer runs back and forth too. Good riddance of old-fashioned electronic spreadsheets to store customer information is another pushing reason to switch to automated call service. A great example of how automation is a win-win solution to restaurant productivity and customer satisfaction!