

Barbeque Nation – Ozonetel Case Study

Business Challenge:

Barbeque Nation is an Indian restaurant chain and has currently 48 outlets across India. Barbeque Nation has a Single Number Service (SNS) published across India and they wanted to have a seamless experience for their customers across all outlets. They change their IVR greeting twice or thrice on a monthly basis depending on the various promotions they launch.

Ozonetel Solution:

Ozonetel receives the calls through the SNS and routes the calls to the appropriate outlets using the virtual numbers that are assigned to each outlet. Every Barbeque Nation outlet has 2-3 staff members assigned to handle incoming calls. For the customers, it is a seamless experience because when they call Barbeque Nation SNS, they hear a nice IVR greeting and then get routed to the desired Barbeque Nation outlet. They are able to change the IVR 2-3 times a month effortlessly. Now they are also able to:

- Dynamically change IVR message for new promotional campaign.
- Track number of calls across each outlet
- Number of unique customers who called
- Missed queries
- Ensure all new table booking are addressed seamlessly.

Ozonetel is already servicing 30+ outlets for Barbeque Nation and is adding an outlet every month.

Ozonetel Impact:

- ✓ This has brought in 25% efficiency in handling the leads.
- ✓ Seamless experience to customers across all outlets
- ✓ No missed queries anymore
- ✓ Easy to run promotions and campaigns with flexible IVR solution
- ✓ No capital expenditure in technology and a team to manage the technology solution.