

Implementing a Call Centre using the Yumbi remote ordering platform

This document is a guideline for setting up a call centre on the Yumbi remote ordering platform. It can be scaled for busy stores or for multiple restaurants.

Call Centre Advantages

There are many business benefits to setting up a call centre to handle phone-in orders even if you only have a single restaurant.

1. Call Centre staff are more focused on serving the customer on the phone for the following reasons:
 - a. They are not interrupted by walk-in customers who want over-the-counter service;
 - b. Noise levels are kept to a minimum in a call centre environment – not so in a busy restaurant;
 - c. Call Centre staff are not distracted by disruptive environmental conditions typically found in a restaurant;
 - d. Call Centre staff do one thing and one thing only – sell to the customer on the phone. This means they can be trained up to be highly efficient with their communication with the customer as well as up-selling more to the customer.
2. Call Centres are scalable – whereas counter space in a restaurant is not. If you run out of physical space, you could simply move to bigger premises, and have no disruption to your customers. You can't do this with a restaurant.
3. Call Centres can be located anywhere which means that you do not have to pay expensive retail rental space for staff to take phone-in orders in the restaurant. Your call centre could even be in India!
4. Better in-store service – by not having your cashiers taking orders on the phone, walk-in customers get better service interacting with staff.
5. Benefits of scale – if you have more than one restaurant, the same staff can take orders for both restaurants. You can even have staff taking orders for different brands across multiple restaurants. We have seen phone-in turnover figures increase by more than 30% in restaurants that had reached capacity when taking phone-in orders in the restaurant – and decided to move over to a call centre structure.

What is Yumbi?

Yumbi is a remote ordering platform that integrates remotely placed orders directly into Aura POS software in the restaurant. Call Centre Agents place orders using an Internet browser such as Chrome or Internet Explorer.

If your restaurant does not use Aura, then orders are sent to the restaurant using an Internet printer which rings like a telephone when the order prints in the restaurant. A cashier in the restaurant would have to capture these orders into the POS system in store as if it had been written down by a person taking the order over the phone.

Call Centre Space

You will need enough space to seat 2 to 5 restaurants for a typical fast food restaurant. This will of course depend on how busy the restaurant is in terms of phone-in orders. This will require a class room of approximately 2m by 5m in size. Scale this up if you require more call centre agents.

When choosing your call centre location, you will need to consider the following:

- Rental costs;
- Telephone line availability in the area;
- Mobile phone network availability (for redundant Internet connectivity);
- Noise levels;
- Ventilation;
- Wall colours and environment – ideally you want to have soothing, calm colours on the walls and an uncluttered space

Telephone System

For this size setup, a Telkom pabx will do. Make sure you get headsets to free up the agents' hands for capturing orders.

You will need a hunting facility, a CLI (Call Line Identity) card, and voice playback facility to inform customers about the process and to communicate special offerings. You can also have voice recordings to monitor calls.

Workstations

You will need desks to comfortably seat the agents as well as an Internet-connected computer for each agent. We recommend 1 square metre of surface space for each agent.

It is recommended that you have dividers to block voices out to prevent cross-contamination of voices.

Each agent will need a writing pad and pen for taking quick notes if necessary. Make sure you choose comfortable chairs that encourage agents to sit upright and be ready for action!

Internet Infrastructure

You will need to ensure that you have redundant Internet connectivity in your call centre. We recommend a Peplink Balance 30 load balancing router, at least 2 ADSL lines with different Internet service providers, as well as a mobile phone dongle for redundant Internet in case the Telkom exchange has a problem.

You will also need to make sure that the in-store Internet connection is stable and never use a service with a limited data cap.

2 to 3% of integrated orders will fail to reach Aura in the store – which can be caused when the printer runs out of paper, or the ADSL line resets the connection – or other issues such as Internet routing problems. In order to mitigate the risk of orders not reaching stores, we strongly recommend that you put in a Yumbi printer which will print out any orders that fail to integrate with Aura.

Staffing

- You will need a supervisor to manage the agents and to set targets;
- Make sure when you hire that you choose well-spoken agents because they need to be easily heard over the phone;
- Use call centre training material to train and coach the agents;
- Mystery shopper calls to the agents are essential to ensure that quality of service is kept to the expected standard;
- Wages are to be determined by the specific bargaining council. Normally it is the minimum wage for cashiers;

Training

Aside from general call centre training on customer service for an in-bound call centre, training should include standard operating procedures on the following:

- Call answering procedure – “Thank-you for calling ***, David speaking, how can I help you?”;
- How to capture customer details, contact numbers, and get delivery instruction details to assist the drivers;
- The procedure to follow if a customer calls in to change an order;
- How to handle a complaint;
- Daily out of stock list;
- How to up-sell;

Display Material for the Call Centre

- A Map of the delivery area;
- Daily targets such as Ticket Average, Ticket Count;
- List of other branches closest to your restaurant;
- Head office and Customer care numbers;

- Drivers names, and contact numbers;
- Current Promos;
- Street names...to help with the spelling. Even though Yumbi is integrated with MapIT, Google and Bing, if you don't spell the street accurately then a match will not be found;

General Points to Life Service Levels

Time your agents weekly.... (how long do they take to place an order)

Test them daily on the menu configuration and prices.

Incentivise the highest ticket average and sales. (keep a tracking sheet on the wall to measure the standards)

Staffing over the busy period is crucial!

Dispatching Drivers – Aura Driver Station

It is strongly recommended that you install Aura Driver Station to facilitate the allocation of orders to drivers. This becomes especially important when the person taking the order is not in the restaurant.

Have a Backup Plan

Think through what will happen if the call centre goes down. What if there is a power failure and you don't have a generator? What if there is no Internet connectivity because the router was struck by lightning?

In the rare case of a complete call centre failure, agents should be able to take orders manually and phone them into the stores.