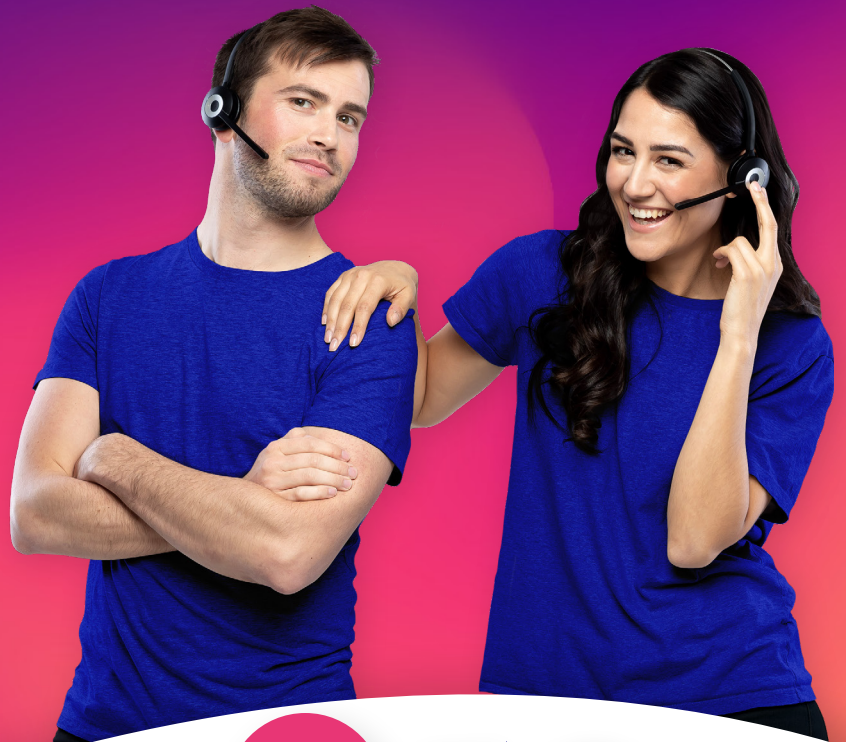


VoCoVo

release the magic

Serving up a storm with TGI FRIDAYS

connecting teams in TGI's across the UK including their flagship restaurant



headsets



telephony



handsets

'Give me the big picture'

A man named Alan Stillman opened the first TGI Fridays restaurant in 1965 in New York. 54 years, more than 870 restaurants and 60 countries later, the casual-dining veterans knocked on VoCoVo's door for a little help reaching low-hanging growth opportunities.

TGI Friday brought VoCoVo into the fold to deliver a little forward-thinking and innovation as part of a wider strategy aimed at tackling inefficiencies while staying fresh and relevant in a rapidly evolving market landscape brimming with fast-growing newcomers.

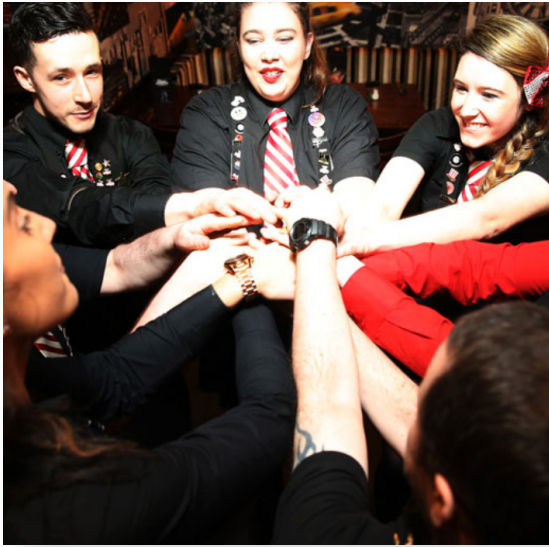
Initially a single-restaurant install, VoCoVo hardware now features as part of the communications infrastructure across their UK restaurants with more scheduled in line with the continued nationwide revamp.



‘What was **THE** FRIDAYS’ issue?’

TGI reported a **missed-call rate of around 80% at peak times** and identified the cause as logistical. Besides a busy, buzzing environment to compete with, incoming phone calls also depended on team members reaching them in time - having to cover significant ground across a large floorspace.

A missed call here and there seems trivial at face value - **one missed call per day with an average booking value of £70** and you’re looking at over **£25k’s worth of missed opportunity over the course of a year**. That’s enough to ruin anyone’s Friday and TGIF weren’t about to let that happen.



‘Why not simply pick up the phone more often?’ Well, let’s take a look at the environment. TGIF stands for ‘Thank Goodness It’s Friday’. The brand identity is fun, light hearted and tuneful. **Trying to pick out a ringing phone against a backdrop of music plus excitable diners having a good time-presents obvious challenges.** Even if the phone is heard, all hands are on deck delivering that TGI Friday feeling for paying customers. It became clear to TGIF that an innovative technological solution was necessary to plug the leaks.

“We no longer have to run around looking for free tables, **the team and door-host can now communicate and coordinate** wherever they are in the restaurant”

Requirements snapshot:



Reduce opportunity-cost of missed calls and missed booking



Increase calls answered **without impacting customer experience**



Make call-answering seamless, friction-free and habitual

‘So what did VoCoVo do?’

VoCoVo prescribed a system including 1 base unit and 1 controller together serving up to 1000 full duplex headsets and enabling phone integration.

Instead of burdening team members with first having to detect the call and then rush across the floor space to reach it, VoCoVo now brings the call to the team—wherever they are in the environment—via discreet ‘push-to-talk’ telephony-enabled headsets. Incoming calls can be routed either to all headsets, or to specific headsets worn by dedicated call-handlers. **Besides simply call-answering, call-transfer to other headsets and other team members is also possible enabling seamless, stress-free workflows that keep the team responsive, agile and attentive to diners.**

The impact of the VoCoVo Go system has been rapid, and dramatic. **TGIF have reported a reduction of calls-missed from 80% down to around 20% and as low as 12% in some restaurants.** With crystal-clear, mobile, full duplex communication the **TGIF team are able to work more collaboratively**, more proactively and less reactively with improved ability to anticipate, prepare and organise before and during a busy service—**preventing the need for the kind of reactive firefighting that causes a breakdown of morale and a breakdown of the all-important customer experience.**



Benefits snapshot:



Missed-call rates dropped from around **80% to 20%**



Improvement in **team dynamic and morale**



Improved **operational oversight** for managers



More **proactive workflows**, less reactive firefighting

