

SYNQ3 will serve you now

Bandwidth, innovation creates convenience in restaurant industry



SYNQ3 Restaurant Solutions

synq3.com

- Technology-enabled services company based in Colorado Springs
- Virtual contact center for restaurant industry
- Front-end ordering and backend fulfillment solutions
- Processes billions in sales for thousands of restaurants

Challenges

- Quickly scale operations to meet COVID-19 demand
- Consolidate from regional carriers to one national solution
- Scalable network to handle analytics, AI
- Process voice/video calls on network

Solutions

- Lumen® MPLS/IP VPN Network and Dedicated Internet Access for call volume and web interaction
- Lumen® Contact Center Services (CCS) for voice, routing and analytic services
- Custom solutions for sharing call volume with customers, boosting overall call capacity

Results

- Handled 3x call volume, 100s of thousands of orders
- Added new services to support social distancing requirements, reduce wait times during pandemic
- Expanded AI capabilities across the network

“ I have always been able to say, ‘Hey, what if we did this?’ The Lumen team is always great about quickly building what we need.”

—Aaron Turnbull
VP of Information Technology
SYNQ3

SYNQ3

Challenge

Building the future of restaurants

Convenience caught on quickly in the restaurant industry with the drive-through window. SYNQ3 Restaurant Solutions—a technology company based in Colorado Springs—is the premier provider of convenience and service innovations. They created a platform enabling customers to order the way they want, via voice, online or mobile app.

SYNQ3's goal is to enable restaurants to deliver great customer experiences in the front-end ordering and backend fulfillment processes, allowing the restaurant to focus on the food preparation itself. Since their founding, the company has processed billions in sales for thousands of restaurant locations and 30-plus restaurant brands, including national and regional restaurant chains operating outlets ranging from traditional fast food to fine dining.

Network capacity, coverage and flexibility has always been key to SYNQ3's growth. But about three years ago, a patchwork of regional carriers finally proved unwieldy to manage and incapable of delivering a consistent experience to customers in different regions.

"We really needed to find a way to manage all this or we would be in big trouble," said Matthew Favier, chief marketing officer.

In early 2020, when the COVID-19 pandemic hit, shelter-in-place orders effectively shut down the dine-in business for restaurants. Customers depended even more on SYNQ3 to maintain their business and keep people employed.

"While restaurant trends are accelerating," said Steve Bigari, SYNQ3 chairman and CEO, "SYNQ3 can handle the demand."

Solution

Contact center services integrated into a robust, scalable network

SYNQ3 consolidated its network needs with Lumen® MPLS/IP VPN Network and Dedicated Internet Access. Layering additional capabilities onto that network, SYNQ3 also uses a variety of voice, routing and analytic services that are incorporated into Lumen® Contact Center Services (CCS). These include the CCS Routing and Call Control Platform (RACC) that enables other services to be brought to bear on any given call including Voice Clarity Measurement and Enhancement

(VCME) to reduce background noise, and several analytics services to improve customer interaction.

These services laid the foundation for responding to the pandemic impact on restaurants.

"The restaurant challenge presented by COVID-19 caused us to reinvent everything with our customers," Bigari said. "It was a flat-out sprint."

In addition to rapidly expanding bandwidth, Lumen experts collaborate with the SYNQ3 team to innovate new solutions. In one case, they created a routing ability for SYNQ3 to share call volume with its customers, essentially sending some calls back to restaurants. This boosts overall call capacity, helping keep more people employed and busy at a given restaurant by increasing order volume.

Results and future plans

Managed 2x-3x call volume

During the pandemic, SYNQ3 estimates that their calls doubled and sometimes even tripled volume, equating to 100s of thousands of additional orders processed.

"We have a platform where we can say 'yes' to customers who need our help," Favier said. "That platform has kept us going and growing."

The SYNQ3 team continues to help its customers reshape their businesses as communities move forward. Bigari notes that a "social distance" approach to opening restaurants could cut the number of available tables at a given site in half to maintain separation for dine-in guests. SYNQ3 is working to add a new service letting guests order ahead and have their food and table waiting for them upon arrival. This could lower chances for exposure by reducing wait times and seating more parties in a given amount of time despite fewer tables.

"We are in the business of putting smiles on people's faces," Bigari said.