



## Customer success story

# Ordering automation and call center centralization increase revenue

Automation and call center centralization enable hyper-personalized order processes—and boost CSAT score by 95%.

## The challenge

In 2020, during the pandemic, a large US pizza chain with thousands of locations saw its sales increase by 13.5% in the fourth quarter. This increase in volume led the client to examine efficiency as a target for innovation, specifically in its ordering processes. Of the 30 percent of orders placed by phone, about 10% were abandoned due to non-answer, indicating an opportunity to recapture lost revenue.

As phone calls can affect many steps in the process—including delivery time—automating the order process could help the restaurants focus their resources on the important task of making and delivering pizzas. The client wanted to optimize its operations for growth and improve customer service by cutting order wait times and significantly reducing dropped calls on phone orders.

## The solution

Cognizant worked with the food services giant to automate ordering operations by designing an end-to-end, intelligent, cloud-based omnichannel solution. The solution includes a centralized ordering model that uses advanced analytics to provide agents with hyper-personalized menu suggestions for customers based on their prior preferences.

To handle call overflow, Cognizant recommended a unified contact center agent desktop solution that combined restaurant and e-commerce systems with real-time integration to enable order accuracy and efficiency.

## Reduced call abandon rate. Improved customer order experience.

Cognizant AWS practitioners helped the pizza chain realize savings from the new overflow call handling process and capture additional revenue. Today, all order takers in the contact centers use the integrated system to process a phone order, customize it and collect payment—all on one screen.

**95%** customer satisfaction (CSAT) score for services delivered with the new ordering solution

**Up to 50%** improvement in the client's in-restaurant metrics

**15%** increase in revenue per order



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.

### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thorajipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060

### APAC Headquarters

1 Fusionopolis Link, Level 5  
NEXUS@One-North, North Tower  
Singapore 138542  
Phone: +65 6812 4000