

PIZZA...

Hot, fresh and fast



Pizza Pic

- Call Centre with 160 person capacity... and growing
- On a busy night - an order actioned every second
- Call Centre actions pizza orders to 90 Pizza Huts throughout NZ

Ross Lindsay

TelstraClear had the Pizza Hut promise to their customers in mind with the design and implementation of one of New Zealand's largest retail Call Centres.

That's pizza... hot, fresh and fast.

Any visitor entering this hive of industry cannot fail to be impressed. Dozens of work stations, all equipped with the same smart black computer monitors. The purposeful murmur of voices, the syncopated clacking of keyboards.

Welcome... to the engine room that for the past three years has been a key driver in the Pizza Hut brand's successful shift in focus from dine-in restaurants to the business of providing convenient meal solutions through take-home and delivery. With 90 outlets nationwide there's now a Pizza Hut outlet within 2km of almost every metropolitan household.

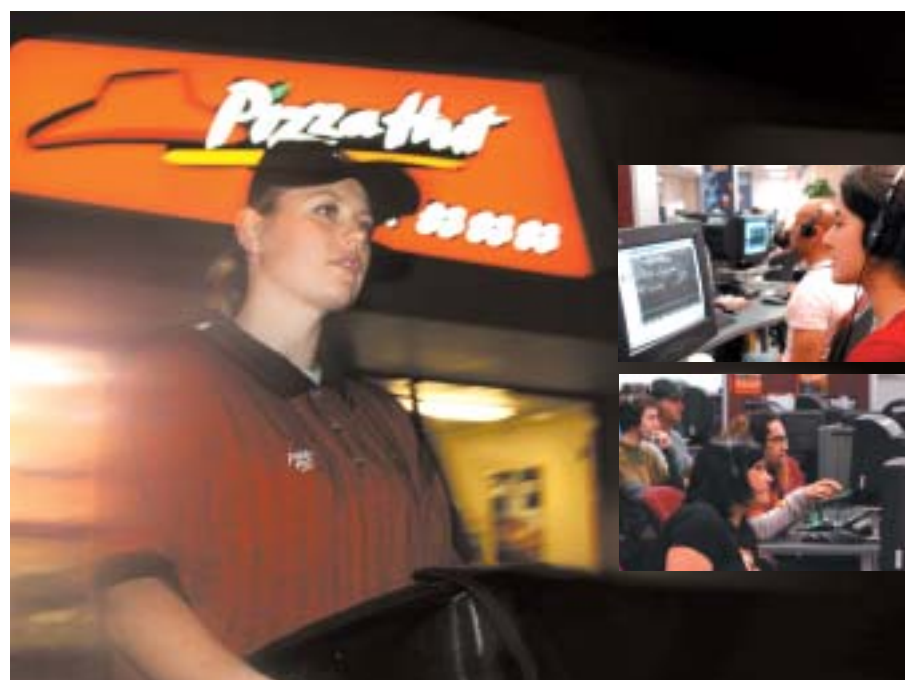
Occupying the floor of an Auckland CBD tower block, the Pizza Hut Call Centre is deservedly newsworthy for the sheer size of operation, levels of technical sophistication involved, and the evidence it provides of what is achievable when two disparate businesses enter into a true resource and skills partnership.

Some time ago Hollywood made 'Field of Dreams', a movie about a man who built a major league baseball stadium in the middle of nowhere on the leap of faith that the fans would come. And, of course, they did.

There is an element of this in the background to the planning of the call centre. The solution selected by Pizza Hut was that TelstraClear would build, maintain, house and retain ownership of the facility. What ensued was an innovative partnership between TelstraClear, desktop-system partners and integrators, to design and implement one of New Zealand's largest retail call centres.

Much like the man in the movie, TelstraClear knew a facility like this would attract an equally committed business partner. Enter Restaurant Brands with their Pizza Hut home delivery strategy and the willingness to provide overall management and customer service call centre operators.

"You could say it's our brains and their equipment," says Restaurant Brands Marketing Manager, Dean Divehall. "But what equipment it is! Without the system's robustness and the



Better Business Fact File - Pizza Hut / TelstraClear Call Centre

- Capacity - over 3.4 million calls answered annually
- Call Centre technology includes desktop, voice, IP data and wireless systems
- Future proofed, scalable system and disaster recovery / stand by power generation

intelligent network TelstraClear built into this 364 days a year centre, I doubt whether we would be able to handle the massive spikes in caller activity and still retain our average of answering more than 80% percent of all calls within 10 seconds."

"The wet Easter this year saw our full team of 160 customer service operators dealing with a record 77,000 calls over the holiday week. Rain is great for pizza sales."

The Pizza Hut Contact Centre annually answers and processes 3.4 million calls with 80 percent of these coming in between 5pm and 8pm.

Dean also credits TelstraClear with providing what he describes as "some very smart technology". An example he gives is the capability of the intelligent network to within seconds, identify whether a caller has previously placed an order and if so, retrieve onto the customer service operator's screen, the caller's name, address and previous order details.

But even before the operator says 'Hi', the TelstraClear intelligent network has already identified and routed the call according to place of origination and whether it is being made on a

land line or mobile. The network then activates the appropriate recorded greeting and any messages such as telling the mobile user about saving time by texting orders.

"A second time caller or regular customer would be unaware of all the smart systems behind their call, and really, why should they. What they do know though, calling Pizza Hut connects them to the place where everyone knows their name," enthuses



Debbie White, the Restaurant Brands Call Centre Manager. "TelstraClear's technology and the calibre and training of our staff contribute to making the caller feel

they're dealing with a person just round the corner at their local Pizza Hut."

"From an operational perspective, knowing about the caller enables us to pull back call processing time as there's no need to type in details. Another benefit of being able to quickly call up customer data is reducing the margin of error as we know we have already successfully delivered to that customer's address."

It won't be too long before customers will feel even more at home with Pizza Hut. Hearing a caller's voice will be enough for the intelligent network to search out and retrieve their name and address details.

Responsibility for running the contact centre falls squarely on the shoulders of Debbie White whose job description should surely include 'futurologist'. A vital part of her job is predicting the number of customer service operators required to report for work each day.

By tracking previous sales trends, linking into weather forecasts, talking with the met service and factoring in product promotions and major sports events, Debbie claims over 90% accuracy for predicting caller volume and staff requirements.

As someone involved with day to day management issues, Debbie is both complimentary and thankful for the robustness TelstraClear has built into the centre and for the tremendous spirit of co-operation within the partnership.

For their part TelstraClear admit to having developed quite a taste for Pizza Hut pizzas delivered hot, fresh and fast.

Vicki Salmon

CEO
Restaurant Brands



"We have a true business partnership with TelstraClear. They contribute with communications expertise, so we can get on and do what we do best."

Our Call Centre is held in very high regard by the Pizza Hut Group worldwide".

For more information contact:
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Technology and System Summary

Pizza Hut Call Centre



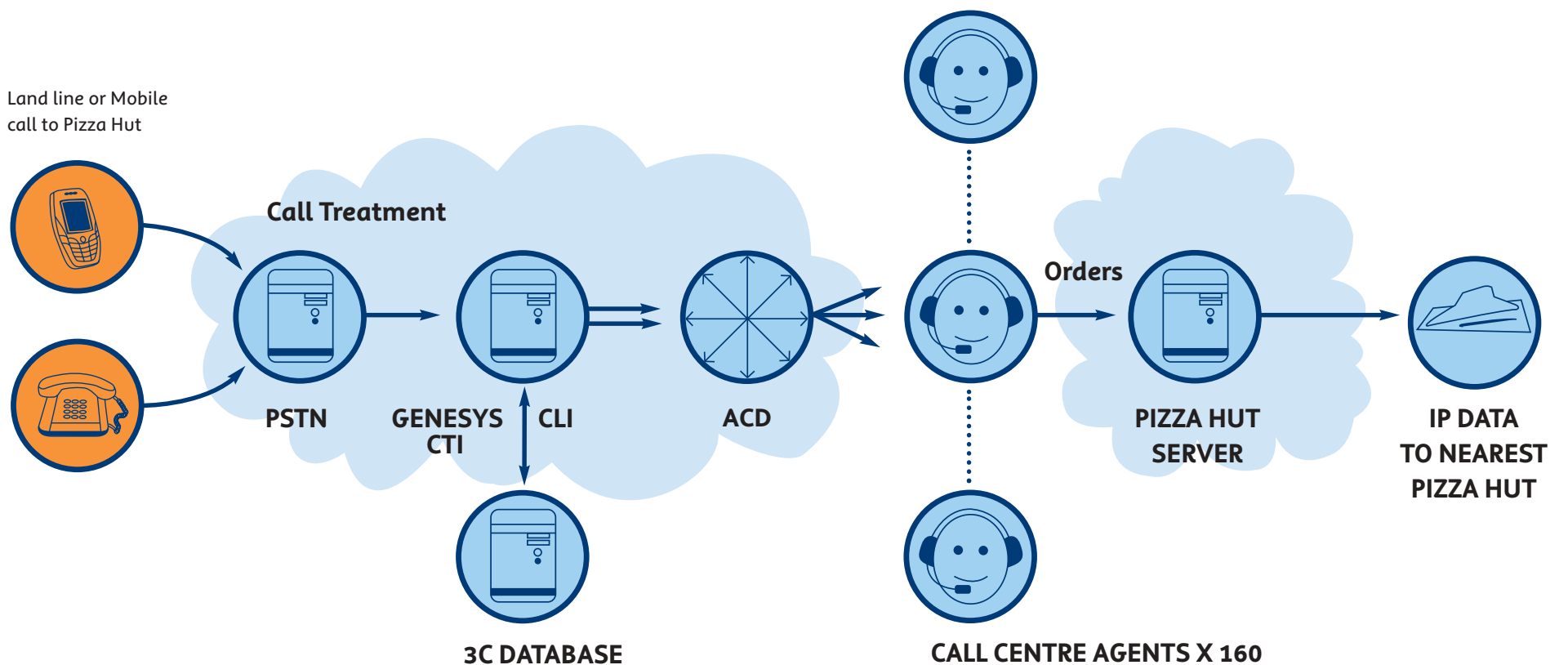
The call for pizza... hot, fresh and fast, activates an intelligent network call treatment that uses the callers number (CLI) to retrieve data from the Pizza Hut database server (3C). Automatic Call Distribution (ACD) in the TelstraClear network and Genesys Computer Telephony Integration (CTI) are used to deliver the call to the next available Call Centre Agent and the caller's address as a 'ScreenPop' to their monitor.

Address and payment details are checked, the Call Centre Agent notes the caller's preferences for certain types of pizza. This knowledge strengthens the friendly 'Hello' from the Pizza Hut Call Centre. The Call Centre Agent can offer specials, and then assess the delivery time.

The order is then placed, via data transfer, to the caller's nearest Pizza Hut. Now the caller's local Pizza Hut plays their part in the process. Each pizza is individually crafted, cooked, cut, boxed and packed into 'inferno' pouches for delivery.



Technology and System Diagram



Glossary

- PSTN = Public Switched Telephone Network.
- CLI = Calling Line Identification.
- ACD = Automatic Call Distribution.
- 3C and Genesys CTI = System brand names.
- IP = Internet protocol. Essentially 'parcels' of data.