

RESTAURANT CASE STUDY

Well-known Restaurant Brand Turns to MegaPath for Economical, Nationwide Broadband to Power WiFi

Summary

- ▶ **Segment:** Casual Dining Restaurants
- ▶ **Customer:** One of the world's largest casual dining companies with four highly recognizable, respected brands experiencing growth
- ▶ **Locations:** 800
- ▶ **Business opportunity:** Encourage loyalty and repeat visits by launching a customer mobile app accessed through in-restaurant WiFi
- ▶ **Technology Services Needed:** High-speed Internet from a single provider, nationwide, to support WiFi in the restaurants
- ▶ **Summary of Outcome:** MegaPath installed an economical broadband solution for customer-facing WiFi in record time

Opportunity

Social media has leveled the playing field, allowing small, boutique stores, hotels and restaurants to compete effectively against major brands without large outlays of advertising dollars. The move has forced many major brands to reinvent the customer experience, finding and investing in new ways to engage with customers online before, during and after the sale.

Delivering an Exceptional Experience

One way in which restaurant owners and managers are stepping up their game is by offering customers free WiFi accompanied by a customized mobile app that serves up frequent deals, rewards loyalty, and encourages spontaneous business.

A bluetooth-capable WiFi access point can even become an advertising beacon that lets restaurant owners push offers and coupons to their apps running on customer devices. When a customer with a restaurant's app on their mobile device comes in close proximity to the restaurant, a coupon can automatically be sent, offering, for example, a free appetizer with the purchase of two entrees.

During peak dining hours, offering free WiFi has been shown to encourage customers to wait longer for available seating. WiFi supports the use of portable ordering and point-of-payment devices, allowing servers to move about freely and serve customers using these WiFi-capable devices.

Benefits

Superior Experience

The MegaPath solution powers free guest WiFi and a brand loyalty connection via the restaurant's app running on customer mobile devices.

Future-Ready

Solution prepares the company to better compete in today's digital, highly social world.

One Bill, One Call

The company will have a dedicated MegaPath account team for life. One vendor, one point of contact, and one call for service and support—across all locations—simplifies vendor management.



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Better Engagement with Guests

Looking to improve engagement with guests, one of the world's largest casual dining companies, currently experiencing growth, wanted to deploy such a solution. This restaurant powerhouse has more than 800 locations under four highly recognizable, respected, and growing brands.

Solutions for Restaurants

The company selected MegaPath to provide a broadband solution for its restaurant locations nationwide. MegaPath's extensive broadband footprint was a deciding factor. MegaPath also offers a broad range of solutions designed for restaurant and retail businesses including broadband monitoring and failover, nationwide Voice over IP, unified communications, private networking, managed security, managed WiFi, and cloud services.

Outcome

Installation has progressed rapidly and on-schedule, with an average of 110 circuits installed per month. When installations are complete, restaurant locations nationwide will have the bandwidth necessary to deliver free, secure WiFi to customers. This solution lays the groundwork to launch the company's new mobile app. MegaPath service and support has exceeded the customer's expectations. In fact, the restaurant asked MegaPath to take over 120 circuits that they had previously purchased from a competitor, because they preferred the MegaPath service and support experience.

Benefits

The restaurant will soon be poised to provide guests with a superior experience, both in the restaurant and online — via the mobile app and on-site free WiFi. The MegaPath solution prepares the company to better compete in today's digital, highly social world. By relying on a single provider for its Access services, the company has one point of contact for billing, technical support, and more. Plus, a dedicated MegaPath account team will serve the company for life.

Quick Fact

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The MegaPath Advantage

Complete Service Portfolio

MegaPath powers Restaurant and Retail businesses, offering a full range of voice, data, networking, security and cloud services.

Unbeatable Expertise

MegaPath has been serving businesses with innovative communications services since 1996.

Superior Customer Support

MegaPath's friendly technical experts respond quickly and efficiently 24/7/365.