



Single Point of Contact Technology Support for Iconic QSR

Solugenix provides a single point of contact for all technology support for rapid issue handling

The Challenge

Quick service restaurants rely on countless technology systems that support their massive supply chain, POS systems, and customer analytics for thousands of franchise locations. The primary challenge for this QSR was that they needed a single point of contact (SPOC) services for all their store technology support needs.

For this brand, their growing technology environment required managed services for a long list of hardware suppliers and vendors.

Each QSR location struggled to determine which vendor supports each technology system within the restaurant.

Having multiple technology vendors for this QSR led to the following challenges:

- Each vendor's knowledge was limited to their own technologies within a complex integrated system
- Individual technology vendors lacked a holistic view of the QSR's entire technology environment and how it all worked together
- There was a potential misdiagnosis of service, need or problem

As a result, franchisees were bounced around to several vendors before finding one that could help. This caused critical downtime for stores, not to mention the unnecessary frustration and loss of revenue.

The Solugenix Approach

Solugenix had an intimate knowledge of the QSR's operational blueprint having previously provided support for point of sale (POS), drive-thru technology, store network, intranet and back-office technology support.

The team supported store technology software deployments, handled escalations and performed proactive problem management.

Solugenix brought together a comprehensive team consisting of the senior account manager and the assigned QSR's account manager along with an operations manager. This team was then augmented with technology support professionals positioned both in office and remotely, allowing for uninterrupted service across time zones.

Business Benefits

Solugenix provided one of America's most iconic QSRs with a single point of contact for their technology support needs. The success of this single point of contact can be seen in the strength of the 20+ year relationship with Solugenix.



Accurate call routing with a single phone number for retail locations



Quicker resolution of high-priority items



Cost savings as a result of agents being trained on multiple systems



Improved insights into trends by technology or region

Want to know more?

Connect with a Support Specialist now, [click here!](#)