

Fast Food Franchiser Added Spanish Language Support and Increased Revenue \$5M with Centris

Introduction:

A leading fast-food franchiser found the Hispanic consumer was a growing segment of their customer base, yet they weren't staffed effectively to meet the demands of these consumers. They needed to develop an effective way to serve their growing Hispanic clientele and increase their overall sales.

The Challenge:

The fast-food franchiser relied on individual stores to receive and process their orders. As a result, the employees were not consistent in informing customers of specials or offering them additional items to purchase. If customers called during peak times, the up-sell was often missed. In addition, the fast-food franchiser also began serving a growing Hispanic demographic. However, communication with their increasing Hispanic market proved difficult if the customer calling did not speak fluent English. Both situations presented a challenge: lack of time to inform customers of specials and additional offerings, thus missing additional revenue and a staff that was not equipped to communicate with a growing consumer segment.



Solution:

The fast-food franchiser needed to provide consistent customer service for all incoming calls, including their Hispanic consumers. They reached out to Centris for solutions. The fast-food franchise had never worked with an outside partner to assist with their order taking. They were impressed with what Centris brought to the table:

- Bilingual Customer Service: Centris created a sales channel for Spanish customers that did not previously exist. Centris' bilingual contact centers were able to communicate clearly and effectively with Spanish and English-speaking customers.
- Created a new profit center: Partnering with Centris to provide Inbound sales support created a new profit center for the company that they could offer their franchisees.

The Result:

Centris was able to deliver the following results for a given year:

- Centris handled over 300,000 fast-food sales orders
- Centris converted 65% of calls into a sale
- Centris processed over \$200,000 in sales orders
- The fast-food franchiser created an additional revenue stream of over \$1 million in profits by offering Centris service to its franchisees
- Centris agents generated an additional \$5+ million in product sales revenue
- Centris agents successfully up-sold over 14% of all sales orders, increasing the average per order sale to \$25.00



Summary:

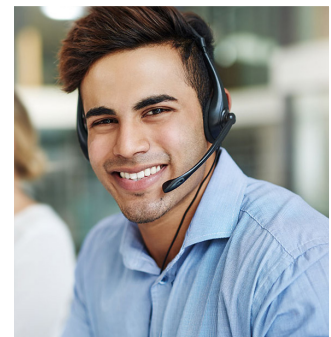
Centris provided the fast-food franchiser with Bilingual order processing and sales talent for their Hispanic consumers. Centris also improved customer service levels across the board by offering fast, efficient order taking with higher sales totals. The fast-food franchiser saw a significant increase in revenue due to the increases in average per-order sales.

In addition, the ability to offer a centralized inbound sales/contact center to their franchisees opened a new profit center for the fast-food franchiser while also decreasing operational costs. By partnering with Centris, the fast-food franchiser experienced increased revenue by effectively communicating and servicing an under-served portion of their clientele.

About Centris:

Centris provides advanced contact center solutions and strategic business intelligence to our partners through our talented and skilled team of agents in Mexico, allowing us to help our partners increase customer retention and sales and improve their bottom line.

With more than 30 years of experience, we specialize in quality bilingual calls, technical support, and helping companies expand into the ever-expanding Hispanic market. With our nearshore business model, Centris provides up to 70% savings over U.S.-based call centers, all while improving quality. In addition to our bilingual support, we provide accent-neutral support in English and a deep understanding of American culture.



Our services include customer support, inbound sales, marketing surveys, financial services, technical support, insurance services, live chat, quality assurance, business intelligence, and business process outsourcing. While we support numerous industries, we have specialized experience in the insurance, healthcare, retail, and security space.



Looking for a Nearshore Contact Center Partner? Contact Us!
kudos@centrisinfo.com | www.centrisinfo.com