

# Margarita's Mexican Restaurant

## Contact Center at Point Sale Stations



### Executive Summary

Covid-19 brings unprecedented challenge to small eat-in restaurants. Eat-in restaurants are now expected take all orders as pick-up, curb-side or for delivery. Telephone lines fall short in the ability to handle call volumes during rush hours. Customer service was dipping rapidly as customers were experiencing busy tones, call drops and there was no ability to understand who was calling the restaurant and no of people waiting in the phone line at any point of time.

BizCloud Experts understood the situation and quickly designed a solution to transform staff manning Point of Sale Stations to become agents on Amazon Connect platform. RESTful API was exposed that provided real-time data on number of people waiting in a queue, number of agents handling incoming calls and also the average call-duration of the customer.

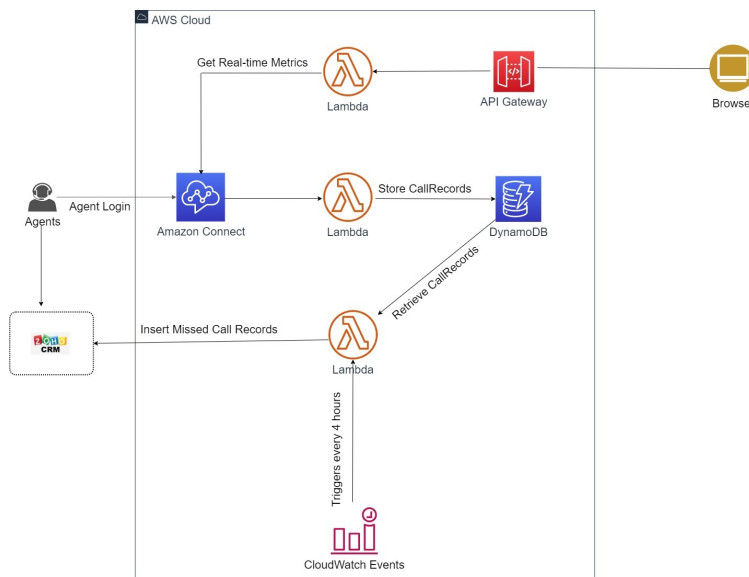
### Objectives

The key pain point we focused is the ability to handle inbound call volumes during peak hours. The objectives of the solution implemented are:

- Provide inbound call treatment for customer engagement
- Overflow inbound calls to outbound team during off-times, agent non-availability & heavy volume
- Notify management via email/text of contact center conditions
- Design reports to support daily and summarized activity
- Call forward from mainline to CC
- Display Real-time contact metrics via API Gateway/Lambda for remote management

### Solution Architecture

The below infrastructure was deployed utilizing AWS Cloud formation template service.



### About Margarita Mexican Restaurant



### Company Overview

*Margarita's Mexican Restaurant is family owned eat-in restaurant based in the small town of Justin, Texas.*

*They have been consistently rated as one the top 10 best local Mexican Restaurants near Justin, Texas by Yelp and Have a Rating of 5 Stars on Trip Advisor.*

*Their primary web presence is on facebook.*

*Their page:*

*<https://www.facebook.com/margaritasmexicanrestaurante/>*

## Why is Margarita's working with BizCloud Experts

BizCloud Experts Core competency of building Serverless Solutions lets customers build and run code to integrate/extend your contact center with virtually any type of application or backend service with zero administration and no servers to provision or manage. BizCloud Experts can help set up a contact center, build smart Serverless Integrations and support your migration to Amazon Connect from Current Legacy Solutions. "In these unprecedented times, we believe small-medium brick and mortar businesses have to ReThink how to service customers," says Nagesh Kunamneni, President & CTO, BizCloud Experts. "We can simplify and improve voice handling for SMB's by building and implementing solutions on Amazon Connect CC platform.

In matter of 2 days, Margarita's was taking calls on Amazon Connect at their Point of Sale (POS) system and saw their orders increase by 91% and complaints reduce by 87% on Day 1 of operations. Working together we can innovate and build new experiences faster.

As a small business we understand the challenges, we are committed to helping SMB Rethink CX. This quote from Margarita's captures the essence. "We make good Mexican food but we are not experts in technology", says Jovany Sandoval, Co-owner, Margarita's Mexican Restaurant. "BizCloud Experts quickly observed our operations and seamlessly integrated call queueing mechanism with our single land-line right at our point of sale system. We now can handle increased call volumes allowing us to turn our focus back to preparing and delivering good food".

### Notifications and Reporting:

The below notifications and reporting were implemented as part of the implemented solution.

- Overflow conditions, notify management via email/text, user defined, when condition occurs and when overflow not required
- End of day call process report
- Extreme wait times, notify management
- Current Call status report - Number calls processed, handled etc.,
- Daily end of day reports summarizing days activities
- End of day call process report
- Agent productivity reports

API Gateway was designed to scale thousands of concurrent requests, provide features like throttling, monitoring and version management. BizCloud Experts helped Margarita's build RESTful API's to help build backend services for web and mobile interfaces so that restaurant management can quickly access call reports.

## Results

- *Go-Live in 1/2 day*
- *No change to Point of Sales Operations*
- *Simplified call handling by eliminating the need to hold the telephone lines*
- *Orders processed increased by 91%*
- *Complaints reduced by 87%*
- *Enabled ability to take orders from home thereby practice social distancing*
- *Remote management using call metrics dashboard*

## AWS Services

- *Amazon API Gateway*
- *AWS Lambda*
- *Amazon Connect*
- *Amazon DynamoDB*
- *Amazon CloudWatch Events*

## About BizCloud Experts

BizCloud Experts is recognized as a leader in developing solutions using Serverless computing technologies, and automating IT services. We innovate, transform and seamlessly blend digital and physical platforms. To learn more, visit our site, follow us on Facebook, Linked-In, Twitter, call us @+1 (214) 206 8976 or email [sales@bizcloudexperts.com](mailto:sales@bizcloudexperts.com).

