

Crosswind is the only world-class, unified communications provider dedicated to empowering small and mid-sized businesses to connect faster and work smarter, anywhere on any device.



Increased Capacity & Reduced Downtime at 500 Domino's Pizza Locations

SUMMARY

With Crosswind managing the network, Domino's keeps its focus on its customers and growing its business. It's all about the pizza!

THE PROBLEM

Domino's goal is to make it easy for people to satisfy their hunger by being the best pizza delivery company in the world. Orders can be placed via apps, social media, the Domino's website and telephone.

Order flow is key to franchisee success. Domino's franchisees faced several challenges in processing orders:



The sheer volume of calls during peak periods meant that some went unanswered, and orders were lost.



Bandwidth limitations on existing phone lines caused customers to experience busy signals.



Little to no network redundancy existed; if the Internet went down, online orders would not process.

Franchisees rely extensively on their networks for digital and phone orders to get pizzas delivered and create happy customers. Network and phone outages have a direct impact on revenue:



Average downtime per Internet outage: 126 minutes



Average number of outages per year: 6



Cost in lost revenue per each outage: \$345 in orders plus lost employee productivity, which can grow to thousands of dollars per hour in peak hours



Average outage cost per year: \$4,300 – \$35,000

RESULTS



NO LOST ORDERS

Inbound calling capacity now meets peak demand:

- ✓ Ability to answer all calls during peak periods
- ✓ Increased bandwidth eliminates busy signals

COST REDUCTION

Network redundancy now prevents Internet outages:

- ✓ No shutdowns to interfere with online orders
- ✓ Peak-hour employee productivity is maintained

THE SOLUTION



Expanded Inbound Calling Capacity.

Crosswind implemented a hosted PBX solution with call queuing and call bursting to provide the required inbound calling capacity. Calls are queued at any one of four data centers, meaning that callers listen to customized messages while on hold. When an associate is available, the call is routed to the store. Caller ID integration to PULSE was also deployed so that customer records were available to associates when they picked up the phone.

Increased Reliability, More Uptime.

Adding 4G LTE along with CLEARity SD-WAN provided a redundant Internet connection that Crosswind manages and monitors 24/7 via the network operations center. The result is greater uptime and improved productivity, and restaurant employees no longer sit on hold with Internet service providers.

“Just wanted to give you some positive feedback.... Crosswind has been a joy to work with.”

—Tom Darnell
MAC Pizza, Domino's

