



Case Study

Retailer Needed to Streamline Communications Across Multiple Locations

Client

Servatii Pastry Shop



Servatii Pastry Shop is a family-owned bakery based on German traditions. For more than 56 years, the founder and his sons have focused on quality and customer service. The main bakery is headquartered in Cincinnati, Ohio, and the retailer has 14 other locations across two states.

Challenge	CBTS solution	Results
<ul style="list-style-type: none"> • Mix of phone systems across the entire enterprise. • Call quality issues and dropped calls. • Lacked expertise to manage phone equipment. • Needed centralized management. • Costly third-party IT support. • Improve call management • Antiquated internet solution. 	<ul style="list-style-type: none"> • Hosted unified communications solution. • Connect all 14 locations. • Guaranteed uptime and increased reliability. • Centralized cloud management. • US based 24x7x365 support. • Auto attendant and call routing. • Fiber-based internet. 	<ul style="list-style-type: none"> • Standardized cloud solution across all locations. • Reliable and efficient voice solution. • Expert partner for support. • Centralized management and streamlined operations. • Eliminated third-party IT cost. • Intelligent call routing improved customer experience. • Cost savings. • Increased internet speeds with fiber deployment.

Challenge

Servatii relies heavily on phone orders for a large majority of its business.

The client's previous systems fell short of its expectations. The store's disparate phone systems across all 14 locations and headquarters posed new consistent challenges for the business. Often time's extensions didn't connect, the voice system produced static, making conversations and automated prompts hard to understand, and the older systems frequently dropped calls.

The client had insufficient data connections at all locations, which created reliability issues for its security cameras and point-of-sale (POS) system. Additionally, each location operated independently. Phone systems did not communicate across locations, and the company often had different systems and brand at each location.

CBTS solution

CBTS proposed a Hosted Unified Communications solution. This cloud-based VoIP phone and collaboration solution would provide connectivity throughout all 14 locations and headquarters. CBTS also suggested deploying a more reliable fiber-based internet. In tandem, these solutions would:

- Standardize on single hosted unified communication platform.
- Include online portal for centralized management.
- Guarantee uptime and quality of service.
- Include US-based 24x7x365 support.
- Custom call routing and auto attendants.
- Upgrade all locations with fiber to improve cloud services.
- Reduce costs and time associated with previous systems and maintenance.

Results

Servatii's reported the CBTS solutions have greatly improved their business operations. Customers can now call each location directly and speak to a specific person by dialing a three-digit extension.

Additionally, an auto attendant provides a greeting when the stores are closed that provides operating hours and other information to improve the customer experience. The client also saves time and money by having CBTS manage and monitor its solutions. With one monthly cost, Servatii no longer needs to travel to different locations to troubleshoot IT problems or call a third-party provider and then wait for service, losing customers and profits in the meantime. Hosted unified communications has freed up their employees to focus business initiatives rather than trouble shooting the phone systems.