

Dial
08714 747474
to order your
takeaway
pizza from your
nearest Pizza Hut

Pizza Hut - Answering thousands of calls in seconds using Speech Recognition



Client **Pizza Hut**

Background Confero Solution Results

Call Centre Services:

- **Inbound**
- **Outbound**
- **Speech Recognition**
- **SMS Marketing**
- **Fulfilment**

Background

For years, Pizza Hut has been discouraged from national direct response TV advertising for their nationwide local pizza takeaway services. The cost of live agents handling calls for £5 orders was prohibitive. Until now, that is. Confero has overcome this challenge. Its solution blends live agents, intelligent network routing and speech recognition.

Confero Solution

This consists of a single non-geographic telephone number linked to an intelligent call routing network, upon which a speech recognition platform and live call centre agents sit.

Thus hungry pizza-eaters can call 08714 74 74 74, a number promoted nationally, including on the Simpsons TV show, to be put through directly to their local Pizza Hut.

First, an attractive speech recognition enabled voice asks them for their postcode. It then identifies their nearest Pizza Hut using specialist location software and transfers them through. Second, the caller's CLI (telephone number) is logged, so if they call again, the system simply transfers them through. (For mobiles, there is an option to transfer straight through or to have a new search.) Thirdly, if callers are telephoning from noisy environments, or there is no postcode match, they are seamlessly transferred to a live agent to have their miscellaneous query answered or their call transferred through manually. At any moment a caller can transfer to a live agent.

Results

- More sales – people can remember the number
- One national number creates more advertising options – on bikes, delivery menus, TV, radio
- At a click of the mouse, Pizza Hut managers can monitor speed of response at individual Pizza Hut restaurants
- Unprecedented customer and operational intelligence has led to more efficient staff rostering, location and product planning, and improved CRM

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*Confero is the fastest growing UK outsourced call centre (Source: Marketing, Haymarket).
The company ethos is to acquire and retain customers for its clients in the most effective
manner, using the right blend of inbound, outbound and technology solutions.*