

SCOTT HARRIS *Hospitality*



CASE STUDY

RAM helps Scott Harris Hospitality Serve Winning Dishes at all Hours

OVERVIEW

Since its founding in 1992, SHH has grown from a single Italian restaurant to a group of five concepts across 25 locations and three states. All their locations serve contemporary and traditional foods ranging from Italian to Mexican cuisine.

For years the management team at Scott Harris Hospitality has partnered with RAM to provide its stores the best telecommunications services and support. Recently, management was looking for help in several key areas. First, management wanted to replace the aging phone infrastructure with a more agile and cost-effective system. Second, management wanted RAM to upgrade internet services for better reliability, performance management control. Finally, RAM was asked to consolidate services and vendors in order to streamline support and lower overall costs.

CHALLENGE

Like all retailers, Scott Harris Hospitality needed to keep answering calls and processing sales during evening and weekend hours. This was perhaps the greatest challenge. How could RAM deliver a better service, reliability and support outside of normal business hours? After several months' worth of meetings, research and planning, RAM came up with several solutions.

First, phone systems were replaced on a priority basis with the caveat that the new technology continue to provide traditional key system features such as call transfer, pick up and line status. the new hosted phone solution answered all of management's concerns.

SOLUTIONS

RAM needed to deliver a system that delivered better reliability and support during normal, late night and weekend hours. The new hosted phone solution comes with complete documentation, training and SD-WAN technology. RAM knew phone company support would be at a minimum during late-night hours. So, after much research, RAM brought in the right partner to provide business-class voice service and redundancy. RAM, its partners and the client all collaborated to construct a package that would use the new internet system in a complementary way. If a service interruption occurred, a software-defined firewall redirects all voice and data traffic to the surviving service. In practice, the new service's collective uptime has increased dramatically over the previous system. So much so that in six months' time repair calls and outages have decreased by over 50%. In instances where human intervention is needed, Scott Harris Hospitality has access to RAM personnel during business and late-night hours for trouble shooting and repair assistance.

RESULTS

The final challenge was replacing a variety of service providers with a uniform solution. After months of research and negotiation, RAM helped Scott Harris Hospitality management team phase out dozens of separate accounts and replace those with a single voice provider and a single internet provider. This consolidation simplified customer support and accounting. Scott Harris Hospitality was able to use the consolidation to maximize its buying power and receive maximum discounts for their new services.

Overall benefits:

- **35% savings on updated service plans vs. old carriers**
- **dedicated team handles all support issues**
- **monthly invoice reviews to ensure accurate billing and credits**
- **online access for customer and vendors to monitor voice and internet uptime**
- **updated phone systems provide the best of old technologies with new-world reliability**
- **phone system solution lowered downtime and repair calls by 65%**

“We are very pleased with our decision to work with RAM Communications on all of our telecom and carrier services. They have exceeded our expectations as it relates to sales, service and support and we appreciate RAM's expertise in helping us manage telecom on a daily basis at all of our retail locations. We are very fortunate to have Rob and his team working and advocating on our behalf!”

Scott Harris Hospitality Restaurant Group



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