



# CASE STUDY

## Overview

Featuring a delicious mix of nutritious Italian-American cuisine that includes the world's favorite pan pizza and other delectable dishes, Pizza Hut offers a cosy, friendly ambience in which to relax, unwind and have a great time with family or friends.

Today, the Pizza Hut chain has grown to some 210 restaurants that will be operating by the end of February 2008 throughout Malaysia and Singapore, making it the pre-eminent pizza chain operator in its sector in both sides of the causeway.



**“it’s good to work with people who know what they are doing and can get things done and i have to say good things do come affordable”**

*Mr. Winston Lee - GM of Operations Pizza Hut Malaysia*

## Challenge

Pizza Hut Restaurants run a 80 seats call center for it’s Home Delivery service. with a daily load of up to 8’000 calls on weekdays and up to 10’000 calls on weekend’s with a steadily grow of customers.

As the existing propriety call centre solution became obsolete, the former vendor was hesitant to support Pizza Hut’s system without upgrade to the latest version of their call center solution.

furthermore the current system as well the newly proposed system lacked the possibility to integrate with Pizza Hut’s point of sale system, did not provide comprehensive monitoring and only limited call recording functionality.

To upgrade the system and software to match the requirements needed for Pizza Hut to extend their operation grow its business was substantial.

**Solution** To match Pizza Hut's requirements Intuittech proposed a clustered and highly available Asterisk solution as PABX and call centre.

In this project, four (4) PRI Lines are connected initially to the Asterisk servers that are configured in a cluster with room to add additional four (4) PRI lines in future.

A customized, full featured dashboard displaying various KPI's and performance reports was deployed to provide call centre managers with the statistics needed for the daily operation. Agent access login/logout and pause/aux code functions by pressing BLF (busy line field) button on the phone.

**Result** With Asterisk installed as call centre and back office telephony solution, Pizza Hut invested in a future proof, scalable and flexible telephony architecture that reduced CAPEX and OPEX tremendously and allowed Pizza Hut to grow the call centre very affordable.

*"it's good to work with people who know what they are doing and can get things done and i have to say good things do come affordable"*

**Mr. Winston Lee - GM of Operations Pizza Hut Malaysia**

**About Intuittech** Since our inception, Intuittech has been providing quality-assured, end-to-end integrated Asterisk based Telephony and Nagios Monitoring solutions.

With offices in Malaysia, USA, Singapore, Thailand, Philippines, Hong Kong and China, we design, build, implement and maintain cutting-edge telecommunications and monitoring solutions that leverage on the latest in open source technologies to empower our clients businesses, providing CIO's and technology leaders solutions that deliver business results rapidly, are value driven and affordable.

2009 Digium Innovation "Big Biz" Award Winner

2011 APICTA (Asia Pacific ICT Award) Best of Telco Applications Winner