Pizza
Pizza

Rogers delivers security, call quality & cost saving

1. Challenge

At a glance:

› Outdated legacy phone technology limited their ability to handle increasing call volumes and provided inadequate backup.
› Growing IT needs and concern about their famous 967-11-11 number going down led Pizza Pizza to consider a SIP environment.

For 45 years, Pizza Pizza received its telephony services from one of Canada's other large telecommunications providers. The services were based on Time Dimension Multiplexing (TDM) Private Branch Exchange (PBX), the oldest type of voice infrastructure, and Primary Rate Interface (T1 PRI), yet another older and costly service.

These outdated technologies serviced the Pizza Pizza Hamilton call centre, which houses 150 customer service agents, as well as the company's head office in Toronto for many years. However, as call volumes to the Hamilton centre continued to increase, it became clear that TDM PBX and T1 PRI did not provide the necessary flexibility. They also did not provide sufficient backup should the company's famous 967-11-11 number in the GTA go down.

Pizza Pizza had an extra T1 circuit through a separate data centre, but it was not enough. In fact, if Pizza Pizza were to add capacity, they would have to acquire a complete 23-channel PRI even if only a few more channels were needed. Those extraneous channels, along with the infrastructure costs and operating expenses associated with them, would have equated to a lot of lost revenue.

Quick facts: Pizza Pizza

› Established 1967
› One of Canada's top restaurant chains
› Revenue: $491 million (2013)
› More than 700 locations across the country
› Majority of customers still order by phone despite an online ordering option
› Responds to 7,500 phone orders per hour every Friday

In their words

"Rogers absolutely solved the challenges we needed to address. We are extremely happy with the SIP infrastructure and the data and Internet connections they have provided… We have always been big on innovation, and the people at Rogers helped us stay at the forefront of our industry by helping us optimize our current network infrastructure and move it to the next generation."

Amar Narain,
Senior Director, IT
Pizza Pizza Limited

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2. Solution

At a glance:

> › SIP trunking allows for call path scalability without the need for costly PRI channels and new hardware.
> › Rogers SIP Trunking differs from other providers' solutions because it uses fibre optic WAN for better control, call quality, reliability, and security.
> › Rogers Cloud adds redundancy to ensure automatic failover.

3. Support

At a glance:

> › Rogers conducted an extensive pilot period, ensuring no technical issues existed.
> › Rogers helped take inventory of 45 years worth of phone numbers for migration.
> › Rogers installed SBCs and internet connectivity, including site-to-site data connection, all while coordinating effectively with Pizza Pizza staff.

4. Results

At a glance:

> › Pizza Pizza can quickly and easily scale SIP sessions up and down as needed.
> › Company confirmed no outages, dropped calls or quality issues even during busiest periods.
> › Saw a 50% reduction in operating costs.

Having recently upgraded their internal phone network to internet-based Session Initiation Protocol (SIP) for calls to customer service agents and between other corporate users, Pizza Pizza decided they needed a SIP trunking solution for their external network as well, since this solution allows Pizza Pizza to consolidate data and voice traffic onto their existing IP network and to scale the number of "virtual" call paths up and down as needed without the need for additional hardware. The Rogers SIP trunking solution proved particularly appealing because of the strength, diversity, and national reach of the Rogers network. The Rogers one-gigabyte fibre optic network, which connects Pizza Pizza's Toronto head office and the Hamilton call centre, can carry up to 1,000 SIP sessions simultaneously and is supported using a private wide area network (WAN). While other providers use the public internet for their SIP trunking solutions, Rogers takes advantage of fibre optic WAN, which allows for better control, more secure customer data and premium call quality as the voice network is private. The Rogers solution also allows for automatic routing with Rogers Cloud. With major routing centres in Vancouver, Toronto, and Montreal, Rogers offers more redundancy and more dependable failover than other providers, particularly for nationwide companies like Pizza Pizza.

Beyond the capabilities of the solution, and its appealing price point, Pizza Pizza was impressed with the level of support Rogers provided during the implementation and migration processes. Rogers began with a two-week pilot, during which a single region was carefully tested and monitored to ensure the proper flow and quality of inbound customer calls. After various smaller regions were also tested, Rogers began switching over all outbound calls to SIP. Once it was clear that there were no issues, Rogers spent the following weeks transitioning inbound calls to SIP throughout the country.

However, this transition period was not without its challenges. It required creating an inventory of 45 years' worth of local Pizza Pizza numbers; a very time-consuming and complex task especially considering not only the amount of numbers involved, but also the multiple carriers involved over the years and the fact that some of the numbers forwarded to even more numbers. Rogers helped Pizza Pizza's IT staff install and configure several SIP gateway appliances called session border controls (SBCs). Additionally, Rogers set up internet connectivity for Pizza Pizza's Toronto head office and Hamilton call centre.

As expected, Rogers SIP Trunking allows Pizza Pizza to quickly and easily scale the number of concurrent SIP sessions up or down based on changes in call volume. Pizza Pizza also noted that, even during their busiest periods, they did not experience an outage, lose a single call, or have any issues with call quality. Furthermore, as a result of adopting Rogers SIP Trunking to replace their legacy systems, Pizza Pizza has seen a 50% reduction in operating costs.

Contact your Rogers account representative today and learn how Rogers can deliver powerful, custom end-to-end solutions for your organization. rogers.com/enterprise