



Red's True Barbecue is a deep South inspired American-style smokehouse restaurant chain. They have eight eateries in seven cities across the UK. Their headquarters are based in Leeds.

 **8**  
restaurants

 **27**  
handsets

 **20%**  
ROI

 **20%**  
savings

## PROJECT AMBITIONS

### Reliable & Resilient VoIP Phone System

Red's restaurants previous VoIP telephony system was clunky, outdated and not fit for purpose. TTG designed a new and improved solution and provided a user-friendly and fully managed 3CX Phone System featuring a web-based management console coupled with new and easy-to-use Yealink handsets and conferencing equipment

### One Unified Bill

Red's had various telephone suppliers and contracts with each restaurant. Paying for multiple suppliers for various parts of communication solutions within the business was time consuming and problematic, there was a need for one single unified communication platform.

### Video Conferencing Call Quality

Red's True Barbecue required a video conferencing solution that would effectively connect their head office and on-site restaurant staff across multiple sites. Their old phone system meant conference call meetings were unreliable and they outsourced a separate video conferencing software. The chain needed to introduce a cost-efficient web-based platform to facilitate greater collaboration, especially between head chef's and the head office.

### Customer Tech Support

Red's required a fully managed telephony service as their previous supplier lacked tech support on their existing telephone system. The lack of support for the system was very problematic. Resolving technical problems was protracted and involved calling internationally at inconvenient hours. An industry leading tech support team was required.



# WHY TTG?

## Private Hosted Solution

TTG integrated eight sites with an easy to use VoIP solution streamlining remote communication between all restaurants and the head office. They designed a solution and provided a bespoke, user-friendly and fully managed 3CX phone system featuring a web-based management console coupled with new Yealink handsets and conferencing equipment.

## Company Wide Communication

The platform provided has transformed collaboration between head chefs across all sites as they look to constantly evolve recipes and menus. Following the installation, the ongoing support provided via the web-based administration portal and technical help-desk has ensured they have comprehensive assistance as and when required. TTG delivered a software and hardware conferencing platform leading to enhanced company wide collaboration.

## Time Management & Money

The new system has saved the company time and travel costs with virtual technology. They have overcome the distance challenges they faced by installing the new conferencing platform resulting in significant cost and efficiency improvements throughout the business.

## On-Site Training

Installation of a web-based administration portal with full training was provided to all users. Plus, ongoing comprehensive technical support for the infrastructure manager has been a real value and thorough training was provided to ensure everyone was comfortable in using the system to its full potential. The ongoing desk support for the infrastructure manager gave him the technical backup needed.

*“As a multi-site restaurant operator, we required a phone system that would enable us to overcome distance challenges we faced. Installing the new platform resulted in significant cost and efficiency implications. The user-friendly conferencing platform seamlessly installed by TTG has enabled us to transform our company-wide communication. Having a video conferencing solution at our fingertips has lessened the requirement for regular face to face meetings resulting in significant cost and time savings.”*

**Greg Nash**  
Infrastructure  
Manager



**CONTACT US ON HOW WE  
COULD IMPROVE YOUR  
HOSPITALITY BUSINESS**