

Applebee's Saves \$7000 per month with RingCentral

Gator Apple owns 41 Applebee's locations throughout Georgia and Florida. They have approximately 48 employees at each location and 1,985 employees total. Gator Apple has been a RingCentral Customer since June 2012.

Cost savings: \$7000/month

Gator Apple was not actively seeking a new phone solution. A RingCentral Authorized Reseller approached Gator Apple with a cost analysis, which showed Gator Apple that they could save \$7000 per month with RingCentral. Gator Apple already had internet connections at each location for their credit card processing machines, so the switch to cloud based RingCentral was a simple decision.

Challenge: a disjointed phone system

Before switching to RingCentral, Gator Apple had independent phone systems at each location, systems included: All Works, Panasonic and Toshiba. Plus, they lacked basic features that promoted brand continuity and efficiency, like the ability to transfer calls between locations.

Challenge: 42 different phone bills

With each store on a different phone system, Gator Apple was receiving 42 different phone bills each month. Each bill varied in price, method of payment accepted, and bill due date. Paying the phone bills was a monumental task for Controller Maureen Jackson. Today, Gator Apple receives one RingCentral phone bill for all locations, and the bill is the same amount each month.

Connect all locations on one system

While cost savings and simplified billing were driving factors in Gator Apple's decision to switch phone providers, the ability to tie all locations together was also very important. Gator Apple can now easily transfer calls between stores, add locations or extensions as needed, and check voicemail from anywhere.

Transferring calls is as easy as 1,2,3

Each store's extension is the same as their store number, making it easy for stores to transfer calls between locations. When a call is transferred to the store's extension, all phones ring simultaneously. Gator Apple also setup a simple way to transfer calls to a specific phone. The caller transfers to the intended store number and adds 1 for the hostess stand, adds 2 for the bar, or adds 3 for the back office.

Improve customer service

Gator Apple has a single comment and complaint mailbox for all of their locations. Now, stores can easily transfer callers to this mailbox via extension dialing. Prior to RingCentral, employees had to look up the phone number and provide it to callers to write down. Gator Apple Owner, Greg Georgas, is notified via email when a message is left, so he can promptly respond to comments and complaints.

Easy set-up and comprehensive training

Gator Apple's new phones were shipped to each store, the store managers then set up each phone by plugging the pre-configured phones into their existing internet connection. RingCentral provided each store with training on the new system and provided in-person and telephone support as needed.

"Every store is on the same phone system, as our business grows we can easily add lines and train our staff on the phone system."

- **Maureen Jackson**

"RingCentral has dramatically cut our operational costs by \$7,000 a month and we can reallocate those dollars towards advertising for more business and promoting our stores"

- **Maureen Jackson**

Company Profile

Gator Apple,
Applebee's Franchise Owner



42 locations throughout
Georgia & Florida

Greg Georgas, **Owner**
Maureen Jackson, **Controller**

of Phones per location:
3

RingCentral customer since:
June 2012

Cost Savings:
\$7000/month



To find out how RingCentral can help your business stay connected, contact **Franchise Sales** today at **800-378-8110**.