

Famous Pizza: A Case Study

Serving More Customers and Growing 4x with Smarter Call Handling

Overview

To eliminate missed orders and streamline operations, Famous Pizza partnered with Unified Office to deploy a real-time communications and analytics platform. The solution helped the team manage high call volumes, upsell more effectively, and respond to customer sentiment in real-time - resulting in faster service, higher average tickets, and 4x business growth.



Increased Call
Capacity



Real-Time
Analytics



Sentiment Alerts



Upsell
Automation

THE SITUATION

Famous Pizza was growing fast - but their phone system couldn't keep up. During peak hours, staff were overwhelmed by nonstop calls, leading to missed orders and frustrated customers. With limited visibility and no way to prioritize or track interactions, the team struggled to maintain service quality. "We had probably half the business, but three times the number of people on the phone," said Perry Anastasakis, owner of Famous Pizza. They needed a smarter way to handle call volume without adding more staff.

THE SOLUTION

Unified Office delivered its Total Connect NowSM platform, tailored for restaurant operations. Total Connect Now allows Famous Pizza to:

- **Handle more orders** without extra staff using smart call queues that capture every call
- **Boost average ticket size** with upsell messages and visual deal displays for employees
- **Prevent negative reviews** through real-time sentiment alerts that flag frustrated customers before issues become 1-star reviews
- **Ensure order accuracy** with instant call recordings that let staff double-check order details
- **Stay in control** with AI-powered alerts for profanity or poor service, so management can intervene fast

THE RESULTS

With Unified Office, Famous Pizza transformed its operations and scaled with confidence. The team now handles more calls with existing staff, engages customers more effectively, and resolves issues before they impact reviews. The result? A 4x increase in business, smoother service, and happier customers.

"We've grown tremendously... probably seen a 4x growth in our business because we're able to handle more call volume."

— Perry Anastasakis, Owner

[LISTEN TO PERRY IN HIS OWN WORDS](#)



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