

# The Pizza Man: A Case Study

Boosting Sales and Customer Service with Smarter Call Handling

## Overview

To eliminate missed calls and improve order accuracy, The Pizza Man partnered with Unified Office to implement a real-time communications and analytics platform. The solution gave the team visibility into call volume, customer sentiment, and order types -resulting in faster service, better staffing decisions, and a 35% increase in sales.



Increased Call  
Capture



Real-Time Order  
Visibility



Live Performance  
Dashboard



Sentiment  
Alerts

## THE SITUATION

The Pizza Man was missing customer calls without even realizing it - especially during busy weekends. Without visibility into call volume or peak times, the team couldn't track missed opportunities or optimize staffing. Customers were frustrated, and orders were slipping through the cracks. "We were missing a lot of calls that we didn't realize we were missing," said Shane Switser, owner of The Pizza Man. They needed a system that could track every interaction and help staff respond faster.

## THE SOLUTION

Unified Office delivered its Total Connect Now<sup>SM</sup> platform, tailored for restaurant operations. Total Connect Now allows The Pizza Man to:

- **Capture every call** with queue management that ensures no call goes unanswered
- **Speed up order handling** with call announcements that identify delivery, pickup, or other requests in real time
- **Improve team focus** using a live wallboard that displays call activity, performance metrics, and upsell reminders
- **Resolve issues quickly** with sentiment alerts that flag frustrated customers before problems escalate
- **Get fast support** with Unified Office's responsive customer service and rapid ROI

## THE RESULTS

With Unified Office, The Pizza Man gained full visibility into call activity and customer interactions. Staff now respond faster, manage orders more efficiently, and avoid missed revenue. The result? A 35% increase in sales and a smoother, more reliable customer experience.

***"Our sales are up 35% this year, and we couldn't have done it without Unified Office."***

— Shane Switser, Owner

## **LISTEN TO SHANE IN HIS OWN WORDS**



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