



Nationwide Restaurant Puts Video Conferencing on the Menu

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Support for Video Conferencing Systems

Fleming’s, a chain of upscale steakhouse restaurants that operates across the U.S., looks to make its operations run smoothly by streamlining processes among its locations. In order to ensure consistency and efficiency of service, Fleming’s had implemented Cisco video conferencing systems to connect each restaurant. Executives collaborate over video for internal meetings, while chefs and hosts use it to train other locations at the same time on new menu items and software upgrades.

“Once we had Cisco TelePresence in all 65 Fleming’s and our home office, it was a huge increase in engagement with our communication,” says Maeve Pesquera, national director of wine for Fleming’s.

After Fleming’s launched video conferencing in all of its locations, the company partnered with AVI-SPL to support and maintain existing equipment and infrastructure.

“AVI-SPL’s nationwide footprint for onsite support technicians was attractive,” says Craig Sheppard, Fleming’s National IT Services Director.

Onboarding for Customer Support

AVI-SPL connected its HelpDesk with Fleming’s video conferencing endpoints in order to support them across 65 of its restaurants and two corporate locations. Jake Gilray, AVI-SPL sales manager, says that onboarding the video units into the HelpDesk was a quick process.

After receiving a call from a Fleming’s end user, HelpDesk staff will troubleshoot the problem on the phone and deploy a tech if necessary.

“We have an 800 number on the back of all of our systems,” says Sheppard. “Everyone

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knows when you call that number, someone's going to be on the other end to help you out."

Since the establishing the partnership, AVI-SPL has also supplied additional video conferencing units upon request.

Just a Phone Call Away

Personnel in the restaurants and corporate offices use the video conferencing for company meetings, training, wine tastings and the rollout of new menu items, such as new cuts of steak.

"Anytime we do a new menu rollout or have important company news we'd like to share

with the team, it definitely calls for video collaboration," says Sheppard. "All sessions are interactive, collaborative and recorded for future playback. From live wine seminars to chefs collaborating on our latest menu offerings, video has enabled Fleming's to provide an exceptional experience for our guests.

"It makes it much more simple for the team to engage, interact, ask questions and truly be a part of the process. "There's absolutely no part of our restaurant that doesn't use video conferencing."

Guests use video conferencing during their meals, most often for business purposes. It's a benefit that Fleming's says is helping drive usage of its private dining rooms.

At A Glance

Company

Fleming's Prime Steakhouse & Wine Bar

Location

Nationwide

Market

Hospitality

Solutions

AVI-SPL connected its HelpDesk with Fleming's video conferencing endpoints in order to support 65 restaurants and two corporate locations.

Services

AVI-SPL supports Fleming's and its investment in video conferencing through its HelpDesk.

Technology Highlights

Cisco video conferencing
Samsung flat-panel displays
Chief mobile cart

About AVI-SPL

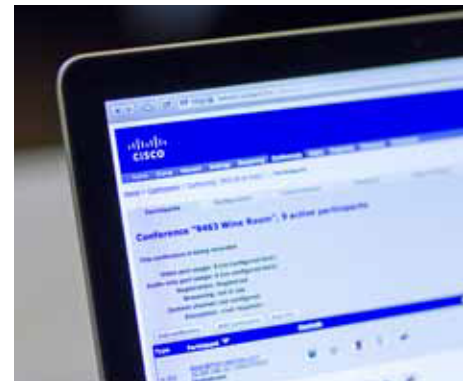
At AVI-SPL, we know that the right connections make doing business easier. As the world's leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration. With highly-trained and certified system engineers in offices across North America, Europe and the Middle East, and an international network of solution providers, we've built the infrastructure and partnerships to help any business realize and meet its communication goals.

About Cisco

Cisco Systems, Inc. is a worldwide leader in networking for the Internet. Cisco's strategy is based on catching market transitions - the market transitions that affect our customers. With the proliferation of video and collaborative Web 2.0 technologies, the network continues to evolve from the plumbing of the Internet - providing connectivity - to the platform that will change the way we work, live, play and learn.

Featured Partner





Images

Fig 1.1
Fleming's executives collaborate over video for internal meetings, while chefs and hosts use it to train other locations at the same time on new menu items and software upgrades.

Fig 1.2
Fleming's has Cisco telepresence in over 60 of its locations.

Fig 1.3
AVI-SPL's HelpDesk will troubleshoot any problems with the video connections and deploy a tech as needed.

Fig 1.4
Guests can use video conferencing in private rooms during their meals.

Fig 1.5
Video conferencing is used for company meetings, training, wine tastings and the rollout of new menu items, such as new cuts of steak.