



CENTRALISED
CONNECTIVITY
FOR THE BIGGEST
CONTACT CENTER
IN EGYPT

AMERICANA

Americana main lines of business are operating 1,480 food & beverage outlets, as well as manufacturing food products. It is one of the world’s most successful franchise operators with activities spanning 13 countries with over 63,000 employees from 21 nationalities. Americana’s network encompasses 12 of the world’s most recognized brands such as KFC, Pizza Hut and TGI Friday’s, and 6 of its own homegrown brands, which have proven to be as successful with consumers as their global counterparts.

Americana-Egypt has 398 Stores and 14000 employees. It is the first fast-food call center in Egypt and start operating in 1970.

CHALLENGES

The company wanted to link all Americana-Egypt stores to a single network.

Americana-Egypt needed to be able to process customer orders at any time of the day or night, all year round.

In addition, Americana-Egypt required one management system for the network handling their headquarters, malls, and sister company.

PRODUCTS AND SERVICES

Alcatel-Lucent OmniPCX® Enterprise Communication Server

Alcatel-Lucent OmniSwitch® 6450 Stackable LAN Switch

Alcatel-Lucent OmniAccess® AP105

Alcatel-Lucent OmniVista® 2500 Network Management System

WHY ALCATEL-LUCENT ENTERPRISE

Americana was delighted to accept Alcatel-Lucent Enterprise’s proposal for an end to end solution due to their excellent twenty year business relationship as well as Alcatel-Lucent Enterprise’s first class after sales support.

Location: EGYPT

Vertical:
Manufacturing

Number of users: 600
contact center agents

Deal implementation:
February 2014

Business Partner:
Intraconsult Telecom Ltd



BENEFITS

 TECHNICAL

Americana is able to connect all branches and stores through one network.

Alcatel-Lucent Enterprise offers a robust and reliable infrastructure that is critical for Americana contact center, which is the biggest in Egypt.


 FINANCIAL

Americana-Egypt has drastically reduced their telephony costs thanks to the OmniPCX® Enterprise Communications Server, connecting the 398 stores in Egypt to the headquarters (700 users).

 USER EXPERIENCE

Americana employees can communicate smoothly and be more productive due to the effectiveness of the My IC and Softphone systems.

Americana customers have access to continuous fast food services 24 hours a day, 365 days a year.

 “We have always been satisfied with the quality of the telephony systems provided by Alcatel-Lucent Enterprise throughout our twenty year business relationship. Furthermore, Alcatel-Lucent Enterprise and Intraconsult Telecom Limited both continue to support us as our business has grown. In a nutshell, we are partners in a ‘win win’ situation.”

Mr.Essam Radwan, CIO, Americana-Egypt.

