CUSTOMER SUCCESS STORY

Spring Creek Barbeque

Spring Creek Barbeque's game-changing move with Milagro's Managed Networks brought dramatic change and improvement in operations and cost savings.

READERS' CHOICE

THE BEST IN DFW

BEST BBQ

The Dallas Morning News

2020

INTRODUCTION

Spring Creek Barbeque, a renowned name in the Texas culinary landscape with over 30 years of history and 29 locations, faced substantial operational challenges due to unreliable network and communication systems. This success story explores how Milagro's Managed Network Solutions revolutionized their operations, significantly cutting costs, and enhancing service efficiency. An all too familiar challenge for the restaurant industry.

The partnership with Milagro not only solved our technology, telecommunications and compliance challenges but it also reduced costs, increased our ability to take orders while enhancing the customer experience and their data.

Purchasing Manager
Spring Creek Barbeque

INDUSTRY
Quick Service Restaurant

LOCATIONS
29

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THE CHALLENGE

In summary the primary challenge faced by Spring Creek Barbeque was the continuing interruptions of their Internet and phone systems that impacted orders, wait times, customer experience and PCI Compliance.

- **Inadequate Internet and Consistent Speeds**
  Their existing Internet services had intermittent outages, limited bandwidth and slow speeds severely impacting the business.

- **Unreliable Phone Systems**
  Frequent outages disrupted the ability to take orders, and run the business, impacting revenues, labor costs and the customer experience.

- **Ineffective Support**
  Delayed response times for technical caused prolonged outages.

- **Prohibitive Costs**
  The high expense of maintaining inefficient systems.
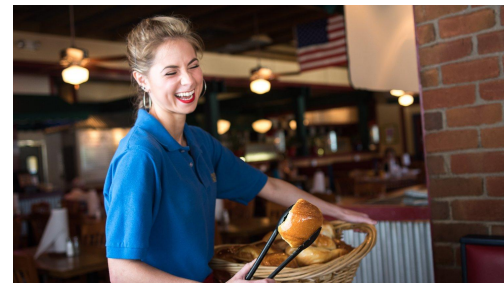
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THE SOLUTION

Milagro implemented a turnkey and customized approach.

- **Upgraded to high-speed internet at all locations**
  Upgraded from DSL to High-Speed Broadband

- **100% Uptime Guarantee** provided through SmartCONNECT, therefore, eliminating all internet outages across all locations.

- **Upgraded all phone systems for a uniform brand identity**
  Changed the hardware, software, and features of the phone system to match the brand identity.

- **Installed a PCI Compliant Firewall**
  Implemented advanced security measures to protect against unauthorized access.

- **Consolidated billing and tech support for all locations**
  Simplified connectivity with ONE unified service across all locations

"With Milagro's **SmartCONNECT**, we don't have to worry about losing sales when internet and phones are down. We never lose online orders, never process credit cards offline and never lose phone orders anymore."

~ Spring Creek Barbeque
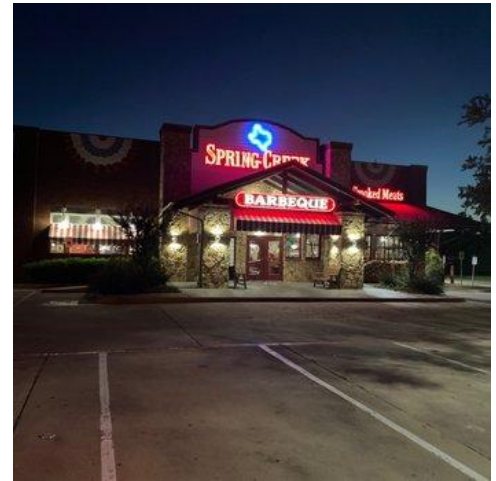
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THE RESULT

- **Enhanced Employee Satisfaction**
  Employees are now more focused on core tasks without the distraction of managing internet and phone service issues.

- **Cost Efficiency**
  Achieved a significant reduction in the overall expenses related to internet and phone services.

- **Uninterrupted Business Operations**
  Elimination of revenue losses attributed to internet or phone service outages, ensuring continuous business functionality.

- **Consolidated Customer Support**
  Streamlined support services through a single provider, offering comprehensive nationwide coverage and simplifying the resolution process.

- **CONSTRUCTION FEES WAIVED**
  $250,000

- **COST SAVINGS**
  $29,780 a year

- **ONE PARTNER**
  One Partner, One Bill, One Tech Support Team across all locations

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BUSINESS IMPLICATIONS

- **Enhanced Internet and Telephone System Availability**
  The high-speed, always reliable connections keeps the restaurant running without interruptions.

- **Improved Customer Service**
  The ability to meet customer demand and expectations

- **Exceptional Support Experience**
  Rapid and effective issue resolution from Milagro.

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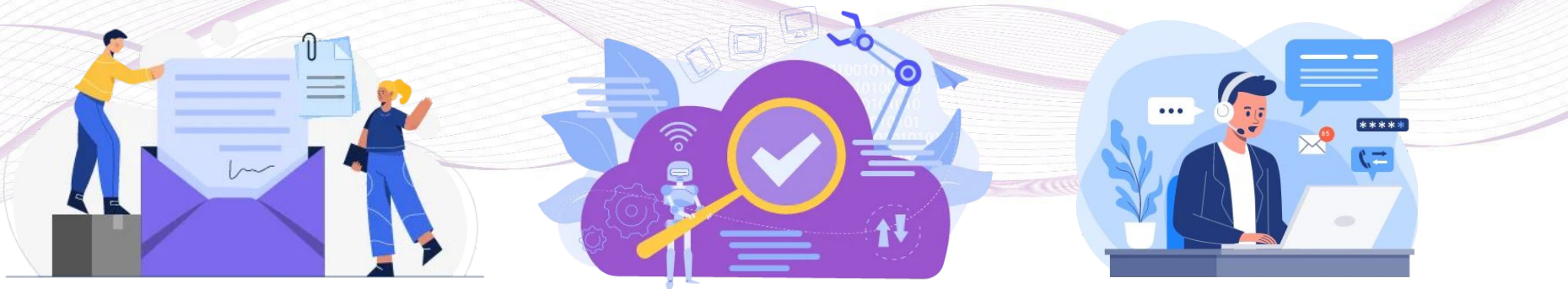
ABOUT MILAGRO

Milagro is an AI marketing automation platform designed specifically for multi-location restaurants. With AI technology, Milagro creates a detailed profile of each customer and tags them with their preferences, allowing for highly personalized and effective advertising campaigns.

Milagro provides a turnkey Customer Data Platform and Marketing Automation which includes SmartPOS, Wait List & Reservations, Customer Experience Management, Online Ordering, SmartMENUS, Gift Cards, Loyalty, PCI Compliance, Managed Network Security, Primary Internet, Backup Internet, and Phone Service.

We offer an Open API, enabling you to innovate and customize your experience. With Milagro, you can streamline your business and take it to the next level.