

How to successfully activate a product at over 200 quick-service restaurants nationwide in 90 days



Company: i3 Verticals
Contact: Brian Wesley, Director of Support Services
Location: San Diego, CA
Customers: Over 10,000 worldwide

Field Services

About i3 Verticals

i3 Point of Sale is an award winning national leader in POS solutions and is one of the largest NCR Aloha resellers nationwide serving the restaurant/hospitality and retail industries.

Challenges that i3 Verticals faced

When Brian Wesley was tasked with deploying NCR's Connected Payments to over 200 quick service restaurants (QSR) within 90 days, he knew where to go. As a 22 year industry veteran, Brian was aware of Boomtown's reputation for managed services and onsite installations.

How Boomtown helped

Wesley's team used Boomtown's product platform to schedule, manage and track the onsite installations of restaurants nationwide. i3 Product Managers worked collaboratively with Boomtown's Implementation Manager to execute on new technology installations, preventative maintenance, and hardware upgrades for their clients.

For each installation, Boomtown scheduled the technician, managed communications throughout the install and provided updates through the product platform. i3 Product Managers had visibility into each location install and the entire project in real time.

The project began in December 2018. The fact that it was the holiday season added to the complexity of the project. The Midwest in winter made it impossible for some QSRs to schedule technician time. The majority of the installs were completed within a week of receiving the first order.

Result

i3 efficiently met their goal of activating over 200 QSRs nationwide to ensure a successful launch on time and on budget.

"Working with Boomtown helped make this project a reality," states Brian Wesley. "The platform provided me the extended workforce nationwide that we needed, along with real time insights into the progress of the project. Boomtown's customer success team was committed to our success and actually felt like an extension of the team."