



## Customer Testimonial: TDS® *managedIP*

**"We're not tech savvy. When we signed on with TDS, we didn't know what we were getting into. I have a tendency to throw my hands up and say, 'this isn't going to work for us,' and the truth is, it's perfect for us."**

**Cynthia Gerdes, Co-Owner**



### The Customer

Hell's Kitchen, a restaurant in downtown Minneapolis, prides itself in serving great food made with local ingredients. Rather than over-the-top fancy meals, they serve updated comfort food made from scratch. Hell's Kitchen even makes all their own condiments including, of course, their famous homemade peanut butter. From bacon and eggs, to steak and seafood, to craft beers and cocktails, they have offerings to satisfy any palette. Food writers have described Hell's Kitchen cuisine as "unique but not fancy; interesting but not fussy." Thanks to customer votes, they have been awarded over 67 "best" awards since 2002.

### The Challenge

To meet the demands of their success, Hell's Kitchen moved to a larger space and increased the size of their restaurant from 2,000 to 10,000 square feet. There was an existing 9 phone system at their new location, but it wasn't sophisticated enough to meet their needs. Staff members couldn't page one another and there was no call flow. While some phones were non-ringing, the rest would all ring at once. Plus, the rudimentary call holding system was leading to confusion because employees never knew who was supposed to pick up the call. As a result, customers were being placed on hold multiple times and worse, calls were being dropped.

### The Solution

TDS *managedIP*. Hell's Kitchen now has a flexible, scalable system they can control to fit the business and the space. Hell's Kitchen customized which phones would ring first and how they roll if not answered within a specified number of rings. The new hold system has eliminated staff confusion about which customers are being helped and calls are no longer accidentally dropped. Hell's Kitchen is also ecstatic they can select their "on hold" music to feature local musicians.

Upgrading to a new system was easier than the restaurant thought it would be. Integrating *managedIP* and training employees went smoothly thanks, in part, to TDS customer support. Hell's Kitchen was also pleasantly surprised at just how affordable it could be, paying less than they originally anticipated.

***The biggest difference: A higher quality customer experience. Customers can reach the appropriate staff member and get the help they need. Plus, even though it's a sophisticated phone system, it's easy to handle and use.***

**1-866-9-TDSBIZ**  
tdsbusiness.com

106248/6-11/7060



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### **Customer's Favorite Features**

#### **Greater Mobility and Flexibility**

- Call routing connects customers with staff quickly no matter where they are located in the restaurant
- Customized ring order if a call is not answered within a specified number of rings
- Music-on-hold can be easily changed to feature the selected local artist for the day or week

#### **Improved Productivity and Customer Service**

- Employees know which calls to answer
- Customers left on hold get help quickly from the appropriate staff
- Calls are no longer dropped

**“Our TDS account executive helped us anytime we didn’t understand something. That was critical to us, to have someone who could say, ‘here’s how you do it and let me know if you want me to come out and do it for you.’”**

**Cynthia Gerdes, Co-Owner  
Hell's Kitchen**

Work stations: 12  
TDS *managedIP* customer since 2008  
[www.HellsKitchenInc.com](http://www.HellsKitchenInc.com)

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