



**auxis**

**Help Desk Outsourcing:**

**A Step-by-Step Guide to Success**

**for the Restaurant Industry**

# Restaurant-focused IT support: The secret to seamless operations

The restaurant industry is no stranger to the rapid proliferation of technology across business processes which is transforming industries across the board. The last few years have witnessed restaurant brands making significant investments in updated technology tools and infrastructure to improve customer experiences and revamp backend processes, with IT budgets at restaurant companies doubling in recent years to now account for 7-10% of their revenue<sup>1</sup>.

Today, tech infrastructure required for maintaining smooth restaurant operations and delivering seamless customer experiences includes point of sale (POS) systems, kitchen display systems, online ordering platforms, digital payment solutions, inventory management tools, data security solutions, and more. To be effective, help desk teams must be deeply familiar with the unique IT challenges faced by the restaurant industry and have the ability to:

- Resolve high-priority issues in real time to avoid disruptions during peak service hours.
- Support multiple locations, which could mean dealing with varying time zones, operational hours, and unique technical setups across stores.
- Support service desk callers with varying levels of tech proficiency, from high school student employees at stores to veteran franchise owners to corporate staff.
- Integrate online ordering and third-party order and delivery partnerships, which add a layer of complexity to IT infrastructure.

Specialized tech support needs can also be dictated by restaurant business models. For example:

- **Quick-service restaurants (QSR)**, with hundreds or thousands of locations globally and high volumes of transactions, ideally require overnight and extended hours of help desk coverage to ensure effective support and efficient resolution of issues.
- **Multi-brand franchises** must contend with the complexity of managing diverse brands under a single organizational umbrella. This often requires integration of diverse POS systems, inventory management tools, and CRM software while allowing for brand-specific customizations in technology solutions. Tech must also be flexible and scalable enough to support new locations and brands without significant reconfiguration.

Such unique needs and requirements call for help desk support which can provide seamless, multi-channel assistance with wide coverage, proactive maintenance, compliance with data privacy regulations, and the ability to quickly scale and adapt to changing requirements. The goal: rapid problem resolution across locations to help restaurant brands maintain operational continuity and customer satisfaction.



**IT budgets at restaurant brands have doubled in recent years, accounting for 7-10% of revenue, as technology becomes integral to restaurant success.**

- Bank of America State of the Restaurant Industry

# Why is effective help desk support so challenging?

Even multibillion-dollar businesses are no longer able to gather in-house help desk resources to meet their IT support needs internally. The severe IT labor shortage<sup>2</sup> over the last few years has left the IT departments of most organizations stretched thin and inundated with a record number of requests. Not surprisingly, help desks in the U.S. are seeing high turnover rates, with a recent NICE WEM Global Survey estimating average attrition of 42%<sup>3</sup>.

Finding top tech talent remains a challenge for 90% of tech managers, with Help Desk Tier 1 agent ranking among the hottest tech jobs for the year, according to Robert Half's Technology Salaries and Hiring Trends 2024 Salary Guide<sup>4</sup>.

As a result, in-house help desks often remain stuck in firefighting mode – with understaffed teams delivering inconsistent service, inadequate coverage, limited documentation and metrics, outdated knowledge bases, and issues assigned to any available resource.

Outsourcing help desk services has become a strategic choice to ensure cost efficiency, let internal teams focus on core competencies, and deliver exceptional customer experiences in today's dynamic business landscape. Outsourcing can transform an inefficient, reactive help desk into a modern high-performance service desk offering proactive support, speedy resolution, and modernized, high-quality service.

For restaurants, this can mean the difference between minimizing operational disruptions during peak service hours and facing costly downtime – ensuring customer satisfaction and brand reputation through consistent, reliable support.

While impact can vary based on store size and volume, industry reports show that stores lose approximately \$855 per hour<sup>5</sup> when a POS device goes down in a single store. The average store experiences over 80 hours of unplanned downtime every year, with 87% having to wait for up to four hours for support<sup>6</sup>.

Today, help desk is one of the most outsourced IT functions, with 50% of IT organizations outsourcing help desk work, according to Computer Economics' 2023 IT Outsourcing Statistics report<sup>7</sup>. More than half (55%) of help desk processes are currently outsourced – a much higher percentage than other IT functions.

And 91% of organizations that outsource their help desk expect to increase or retain their investment, the report found.

**The average store experiences over 80 hours of unplanned downtime every year, with 87% having to wait up to four hours for support.**

- Digi infographic: How To Eliminate Downtime

# Building a high-performance service desk

Yet without the right strategy, industry expertise, and specialized knowledge, help desk outsourcing can struggle to achieve the right results for restaurant operators. The Computer Economics report found help desk ranks the lowest among IT functions performing the “same as” or “better” than what was achieved using in-house resources. While help desk ranks #1 for reducing costs among IT functions, organizations are not as happy about the service experience, the report states.

Restaurants and retail depend on IT support more than any other industry, but they are also among the most dissatisfied with their IT service experience, HappySignals’ 2023 Global IT Experience Benchmark Report found<sup>8</sup>. This dissatisfaction often boils down to two factors:

- Different store technologies are typically supported by different vendors.** Consequently, store workers end up having to raise multiple tickets – spending more time on hold or speaking to different IT support teams if there is more than one tech issue. Restaurant and retail end users lose an average of 3 hours and 13 minutes of working time during IT incidents, the HappySignals report found.
- Poor visibility across infrastructure.** Many help desks lack a unified interface or dashboard to monitor and manage all the different types of infrastructure at restaurant locations, leading to fragmented support, complicated resolution processes, and potential disruption to restaurant operations during critical service hours.

Other reasons for poor service quality include mismatched expectations, inadequately defined or aligned service-level agreements (SLAs), failure to understand client requirements or specialized industry needs, over-emphasis on cost reduction at the expense of quality, and more.

Help desk outsourcing, when executed properly, can help restaurants overcome these challenges while focusing internal IT teams on core business functions. Read on to unlock our roadmap to successfully outsourcing your help desk – detailing the considerations, assessments, and strategies restaurant operators need to ensure a seamless, effective transition and quality user support.



**Restaurants and retail brands lean on help desks the most to resolve IT issues, but they are also among the most dissatisfied with their IT service experience.**

– HappySignals Global IT Experience Benchmark Report

# Restaurant help desk outsourcing: 10 simple steps to achieve value for your business

## 1. Start with an end goal in mind

Too many IT outsourcing projects fall apart because restaurant operators don't begin with an end goal in mind. Identifying your business drivers for IT outsourcing – and aligning your leadership team and outsourcing provider behind them – ensures your service desk delivers the value you need.

While help desk outsourcing is #1 for reducing IT costs, cost reduction is rarely an organization's sole business driver. In fact, most companies are realizing they have been underspending in IT as digital transformation becomes essential for competing in today's markets.

Whether your goal is scalability, improved service consistency, expanded coverage and language skills, a higher strategic focus for IT, or another business driver, defining a clear vision from the start is key to accurately measuring your provider's performance and setting the right expectations for the business.

### Many Organizations Do Not **Begin With The End Goal** in Mind

What are the business objectives you aim to achieve through help desk outsourcing?



**Help desk outsourcing ranks #1 for reducing costs among IT functions.**

- Computer Economics IT Outsourcing Statistics report

## 2. Clearly define service desk scope and expectations

Most restaurants that are still running their help desk internally do not necessarily have a clear understanding of their business requirements when it comes to ticket volumes, hours of operation, and staffing levels. As part of your outsourcing selection process, make sure to invest time in thoroughly defining scope and expectations for your service desk provider. As part of this analysis, here are some key considerations to keep in mind:

### Coverage hours

QSR brands operate at a break-neck pace. With hundreds and even thousands of locations across regions and countries, high transaction volumes, and extended operating hours, speed and efficiency in service is paramount – and any IT or system failure can have serious consequences to revenue and customer experience. Even restaurants that operate at a less-frenetic pace often require support for late-night operations, multiple time zones, or special events. The ability to provide late-night coverage without compromising on quality is a vital aspect to consider when selecting a restaurant IT support provider, with 18x7 coverage hours typically providing the most efficient issue resolution for restaurant brands.

### Role of the service desk

Clear, realistic expectations of what a service desk can provide are critical to successful outsourcing. But too many companies envision pie-in-the-sky models that simply can't work. For instance, asking a generalized outsourcer at a low per-ticket rate to support multiple stores with different technologies. In that scenario, service quality plummets as the provider, unfamiliar with restaurant-focused support, struggles to respond to so many requests and stay up to date with so many systems.

### Personalization

Gone are the days when users were willing to accept making multiple calls to a help desk to have an issue addressed, repeating the issue each time for every new agent they spoke with. Today, users demand personalization – expecting agents to have their information and history of previous interactions at their fingertips, as well as the latest resolution status available.

This is all the more true for the restaurant industry, as fast-paced service environments leave little room for repeated disruptions that eat into already thin margins.

To provide the level of customized service the restaurant industry requires, help desks need automation or AI capabilities that can collect and contextualize customer data in real time and tailor support to each user's unique preferences and needs.

## SLAs with XLAs

Traditionally, clients and service providers are bound by service-level agreements (SLAs) which establish mutually agreed-upon terms, guidelines, and metrics. But these are now increasingly complemented by experience-level agreements (XLAs), where the priority is the customer experience and business impact.

XLAs expand service focus from merely meeting metrics to aligning IT services with operational efficiency, customer satisfaction, and smooth service delivery. While SLAs focus on specific metrics like resolution times, XLAs consider a broader range of factors including user satisfaction, usability, and the overall end-user experience to provide a more holistic approach to performance measurement.

XLAs are also adaptable to diverse service demands and evolving customer expectations as they emphasize continuous improvement, compared to predefined and sometimes rigid SLAs. For instance, rather than just measuring average response time, an XLA can focus on ensuring rapid issue resolution during lunch or dinner rushes, when system failures like a POS outage could severely disrupt operations and customer service. Another XLA could measure the restaurant staff's satisfaction with help desk support, ensuring agents understand the unique needs of restaurant technology and operations under time-sensitive conditions.

Today, 45% of RFPs incorporate XLAs as a key ask, states a 2023 Everest Group survey, while there's been a 35% increase in engagements with XLAs as contractual commitments<sup>9</sup>.

**SLAs**

**Differences Between  
SLAs and XLAs**

**XLAs**

SLAs apply a technical lens on objectives and fail to portray a true picture of end-user experience

SLAs working on a penalty-based model are a good measure of standard requirements

SLAs are static metrics, thus only the ability to cope with disruption gets measured

XLAs focus on all parameters of an end-user experience lens to present a complete picture, helping to mitigate situations where service metrics may seem superficially sound but hide poor service delivery and enterprise dissatisfaction

XLAs involve both reward and penalty, motivating collaborative efforts to make improvements for end users

XLAs are continuously evolving, thus the ability to eliminate disruptions also gets measured

Source: Everest Group

**Today, 45% of RFPs have XLAs as a key ask, while provider engagements with XLAs as contractual commitments jumped by 35%.**

- Everest Group survey

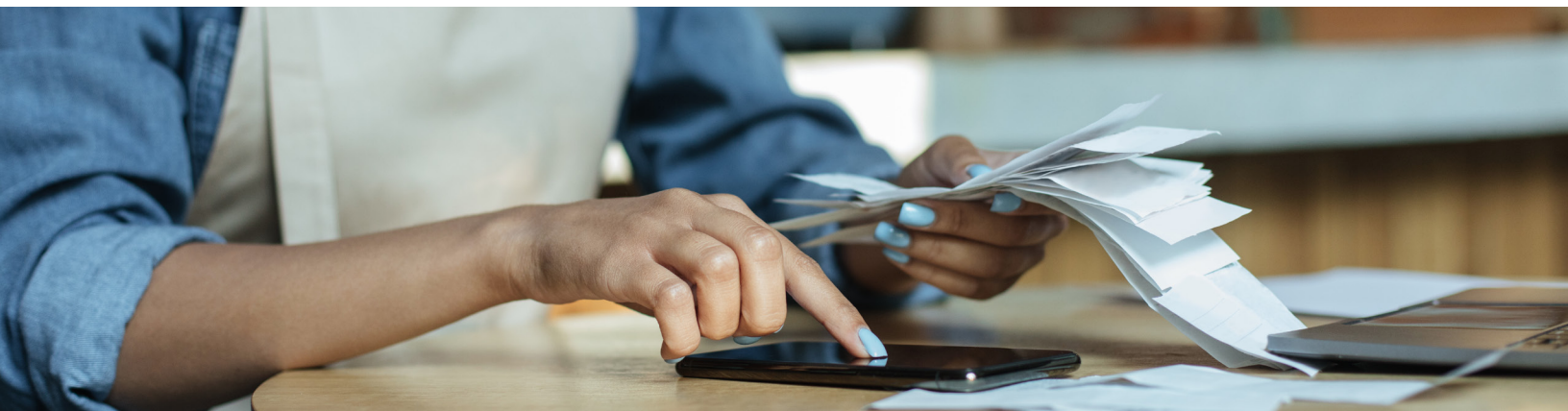


## AI and automation capabilities

AI and automation can go a long way in elevating the customer experience that a service desk can provide by making IT support teams more effective, managing their workloads more efficiently, and resolving tickets faster. Self-service portals, automated ticketing systems, chatbots and virtual assistants, password reset automation, and other automation initiatives contribute to increased efficiency, faster issue resolution, enhanced user satisfaction, and a more proactive and responsive service desk.

Automation is helping companies solve 80% of tickets<sup>10</sup> in the first interaction for tasks like password reset – meaning only two out of 10 tickets need more than one interaction to bring them to closure. Resolution times are also down by about 23% through automation of tasks like password reset. Bots help IT teams provide quick resolutions to recurring IT requests, while also independently resolving nearly half (46%) of tickets raised.

Automation and AI capabilities vary tremendously across providers. Be sure to research and ask detailed questions about the automation capabilities of help desk outsourcers you are considering to ensure a modernized service desk experience.



**Automation is helping companies solve 80% of tickets in the first interaction.**

– Freshservice IT Service Management Benchmark Report



## Unified care models

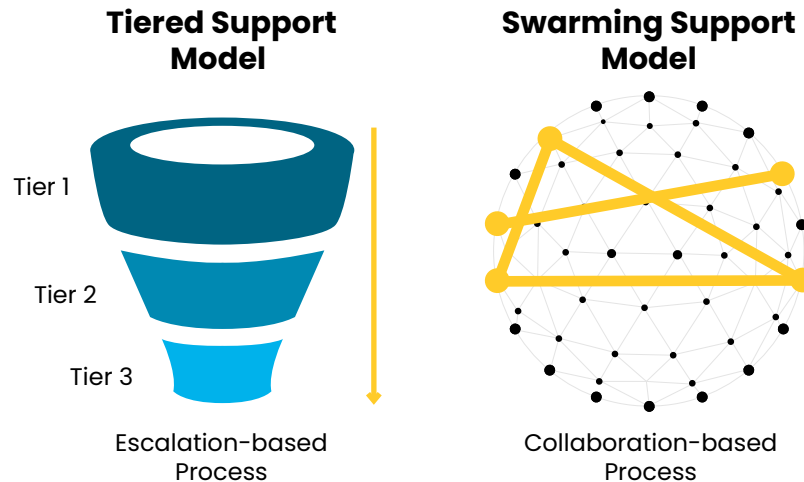
Exceptional support partners can extend beyond basic IT service desk functionality to deliver a unified care model for seamlessly resolving IT and operational issues across stores – malfunctioning POS systems, network connectivity issues, missing supply orders, questions about marketing promotions, etc. By offering a single, convenient touchpoint and a unified view of tickets, their status, issue resolution timelines, etc., they can save store staff valuable time figuring out the right source for solving issues and focus on what matters: serving customers.



### 3. Determine levels of support and escalations

It's a common misconception that a high-performance service desk will handle every issue. While it should function as a one-stop shop for end users, it's only one component of a solid IT support model. A well-structured service desk is essential to effectively address the diverse and evolving challenges in the ever-changing IT landscape.

Today, depending on your business requirements, restaurant operators can opt between the traditional tiered support model and intelligent swarming support.



#### Tiered support model

An outsourced service desk generally handles basic Level 1 support, with a defined process for escalating complex issues to higher, more specialized tiers. Quality providers may also offer more advanced Level 2 support, as well as technology that supports Level 0 self-service channels like chatbots or AI virtual assistants.

- **Level 0:** User-retrievable information and **self-support with zero agent interaction** through the organization's AI-powered self-service portal.
- **Level 1: Basic level of end-user support** involving usage issues, access privileges, and recording requests that need escalation to higher levels. L1 agents are trained to resolve known problems, fulfilling service requests by following documented standard operating procedures (SOPs) or scripts.
- **Level 2:** Experienced and more knowledgeable technicians provide **in-depth end-user troubleshooting from the backend**, assessing incidents or problems and providing resolution for issues that L1 cannot handle. Technicians may not communicate directly with the end user.
- **Level 3:** Support the top level of technical management function, providing **expert and specialized level of support for a specific product or service**. This group typically has access permission to the highest level of technical resources available for issue resolution. Reproduces problems in a lab environment, involving root cause engineering by senior or specialized technical engineers if necessary.

- **Level 4: Outsourced support for products or components that are not directly serviced by the organization.** Examples include printer support, machine maintenance, vendor software support, and depot support. Issues or requests that are forwarded to Tier 4 support are monitored by the help desk until resolution.

To maximize the effectiveness of this model, here’s what companies need to keep in mind: every business uses different systems and applications, and a help desk may not be able to support less frequently used technologies in the Level 1 tier. Level setting at the start ensures both you and your service provider are clear about the service desk’s role within the IT support model.

That doesn’t just mean defining Level 1 support. To avoid misaligned expectations, it’s vital to spell out what issues are covered at every level, what the escalation points are, and who will provide higher levels of support across key applications and infrastructure.

## **Swarming support model**

The swarming model is a collaborative and cross-functional approach to resolve significant and complicated support issues in real time. Rather than adhering to a strict tiered structure where issues escalate to specialized teams, swarming involves a diverse group of support personnel collaborating simultaneously to address and resolve the reported problem.

- **Cross-functional teams** work together to collectively address and resolve issues, eliminating the need for issues to move through predefined escalation tiers.
- Emphasis on **real-time collaboration** leveraging collaborative tools and communication platforms to share knowledge and insights, accelerating the troubleshooting and resolution process.
- **Knowledge sharing** to facilitate quicker issue resolution as well as contribute to the continuous learning and development of the support team.
- **Agility and responsiveness** as team members collectively address the issue without waiting for it to progress through hierarchical support levels.
- **Minimized handoffs** between different support levels, which helps avoid delays associated with issue escalations, providing a more streamlined and efficient support experience.
- **Customer-centric approach** focused on resolving issues promptly and effectively, emphasizing the importance of delivering a positive customer experience through collaborative problem solving.



Swarming provides an alternative framework to the traditional tiered approach. A quality help desk provider should be able to provide both support models, with flexibility to tailor the approach based on the unique needs and preferences of the client. This is critical today to maximize the effectiveness of IT support delivery, and a provider who is not able to offer both options will be unable to effectively address the diverse and evolving needs of their clients.

#### 4. Choose the model that's right for you – dedicated or shared resources

Outsourcing providers offer two models for help desk support: dedicated and shared. In both scenarios, a quality provider should offer support that serves as an extension of your in-house team, using the same processes in a remote format.

For a restaurant operator, the model they choose should depend on their number of locations, ticket volume, and how much specialized support is required for their infrastructure. For instance, if you are a major brand with hundreds of locations and use a non-standard POS, you need a dedicated support team.

Shared services are ideal for more standardized solutions, driving efficiency and cost savings by allowing organizations to share resources performing similar work. Dedicated support allows greater customization, offering the ability to handle more complex systems and procedures with outsourced teams dedicated solely to your account.

While shared services generally offer clients the most value, organizations that require more specialized skills or training may need a dedicated approach. Standardizing your organization's technology solutions can be a long-term strategy for simplifying help desk support. Overly customized service desks are more expensive and lose the leverage provided by shared service models.

What organizations should keep top of mind when making this decision is that users value specialized expertise, irrespective of the model. Organizations must consider factors such as team size, coverage hours, complexity, support for specialized products, and overall cost when deciding on the model they want to adopt for their organization.

Prioritizing the alignment of the chosen model with your unique needs ensures an effective and responsive support system.

**Help desk technician salaries in the U.S. increased 4.8% last year after rising 6.9% the year before.**

- The Dice Tech Salary Report

**5. Defining the best location strategy based on your business footprint – do you need nearshore, onshore, or offshore?**

Locations without highly educated, multilingual populations can struggle to find the skillsets needed to support global help desks. Onshore locations incur the highest costs and have the most difficulty finding quality resources willing to work night shifts.

The average annual salary for Level 1 help desk support<sup>11</sup> in the U.S., according to Glassdoor data, is \$78,752 – that is if you can find the right resources. Help desk technician salaries increased 4.8%<sup>12</sup> in 2023, after rising 6.9% the previous year, according to Dice’s 2024 salary trends report.

How a vendor’s location fits into your business footprint matters to outsourcing success. While organizations with global operations can appear to have limitless options, they need to look beyond the lowest cost to ensure the outsourcer they choose has a consistent track record for accommodating different time zones with 24/7 help desks.

Today, IT organizations rank physical proximity as the biggest factor when considering outsourcing operations, while low cost is the lowest-ranked priority, the Computer Economics report found.

With cost savings now considered as a given in any outsourcing transaction, organizations are more likely to choose a service provider within the same geographical region due to reduced operational challenges, easier management of data residency issues, and compatibility of language and time zone.

Particularly for clients with operations concentrated in a single part of the world

like Europe or the Americas, it makes sense to choose a provider in the same region – minimizing difficulties caused by location-based factors like faraway time zones and cultural or language barriers. Latin America, over the last couple of decades, has become a go-to destination for North American organizations. Similar or overlapping time zones with the U.S. enable the real-time collaboration needed to resolve urgent IT issues quickly.



**IT leaders rank physical proximity as the #1 factor for choosing an outsourcing provider- even if a lower cost is available in a more distant location.**  
 – Computer Economics IT Outsourcing Statistics

By comparison, the bottom-of-the-barrel pricing and overnight shifts needed to align with U.S. business hours in offshore locations like India and the Philippines leave many providers struggling to attract “A team” resources capable of resolving urgent help desk issues quickly. Asia’s notoriously high turnover is also at its worst during overnight shifts, impacting consistency and performance.

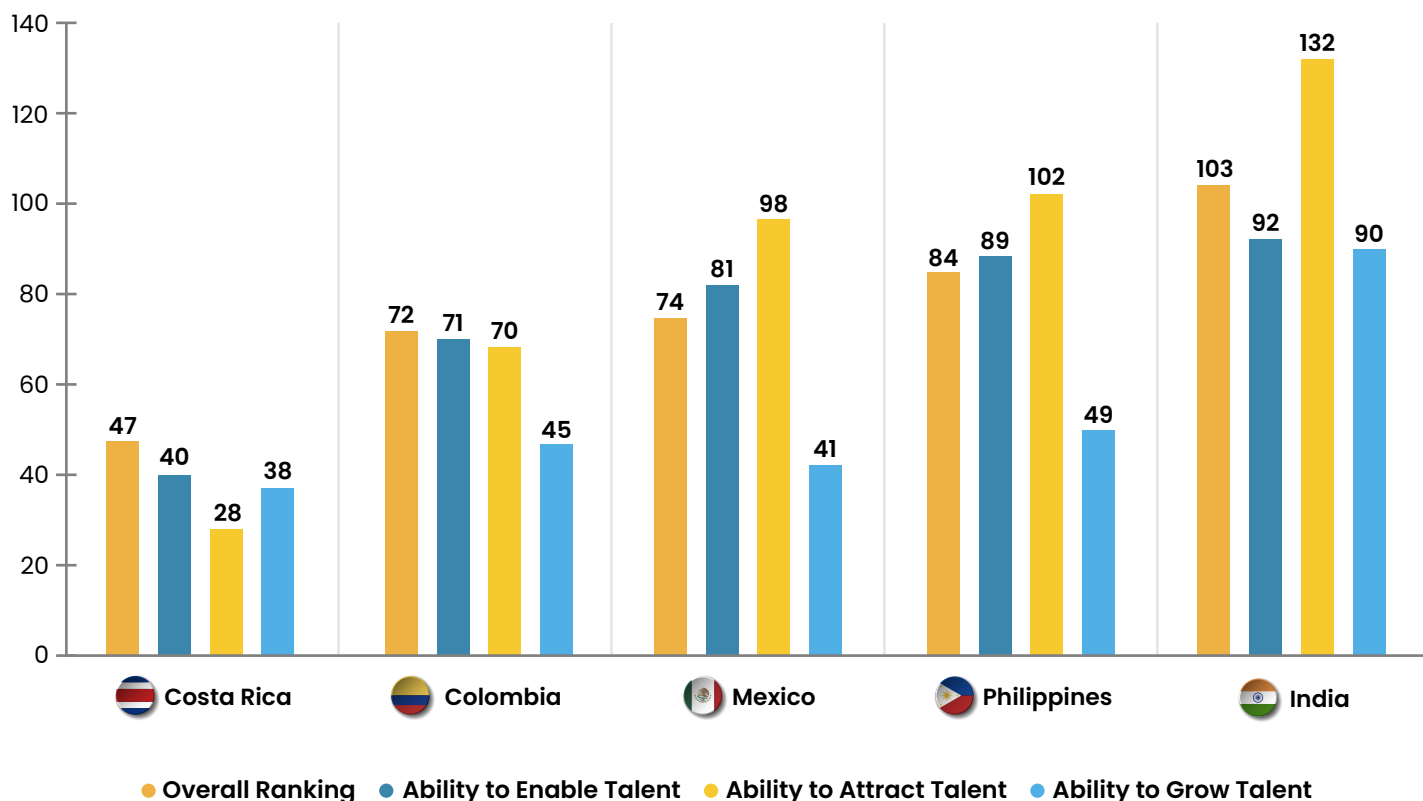
The World Economic Forum-endorsed INSEAD 2023 Global Talent Competitiveness Index underscores India and Latin America’s widening talent gap<sup>13</sup>. India’s talent competitiveness has decreased every year since 2020 on the INSEAD Index as difficulty attracting and retaining talent in a saturated labor market leads to an increased skills mismatch for employers.

India ranks 103rd globally on the 2023 report, while top nearshore markets like Costa Rica, Colombia, and Mexico score significantly higher – coming in at 47, 72, and 74, respectively. The Philippines ranked 84th.

Not surprisingly, the number of foreign companies looking to hire tech resources in Latin America recently increased by 156%, the most for any geography, according to Deel’s State of Global Hiring Report<sup>14</sup>.

The below chart shows how Latin America’s talent competitiveness outpaces Central and Southern Asia in every area:

### Global Talent Competitiveness Index Rankings for Top Outsourcing Destinations



Source: INSEAD Global Talent Competitiveness Index

Latin America’s multilingual nature is also key to restaurant IT support. By combining strong English fluency with the ability to easily service the large percentage of Spanish-speaking employees at stores, nearshore providers ensure issues are communicated accurately to every user and instructions for achieving speedy resolution are clear.

Latin America further offers robust multilingual capabilities, supporting global store locations with proficiency in French, Portuguese, German, Italian, Russian, Thai, Japanese, Arabic, and other languages.

Top nearshore markets like Costa Rica and Colombia possess a high level of English proficiency with a neutral accent, reducing the likelihood of misunderstandings and improving the overall quality of interactions with customers and internal stakeholders. Costa Rica also boasts the most mature shared services market in LATAM.

Colombia ranks #1 for skilled talent availability in LATAM on IMD’s 2023 World Talent Report, offering potential for scalable outsourced operations in six metropolitan areas with 1 million+ inhabitants and 15 with 500,000+<sup>15</sup>. It is also the most financially attractive of LATAM’s top markets, according to the 2023 Kearney Global Services Location Index<sup>16</sup>.



**The top nearshore markets of Costa Rica, Colombia, and Mexico score 47, 72, and 74, respectively, on the annual Global Talent Competitiveness Index. India ranks 103 and Philippines 84.**

- INSEAD Global Talent Competitiveness Index

## 6. Don't fall for the myth of cost per ticket

The old adage “you get what you pay for” has never been truer than with outsourcing vendors. Solutions that look attractive on the surface like cheap Level 1 ticket servicing often hide ugly surprises, like poorly trained staff and frequent ticket escalations.

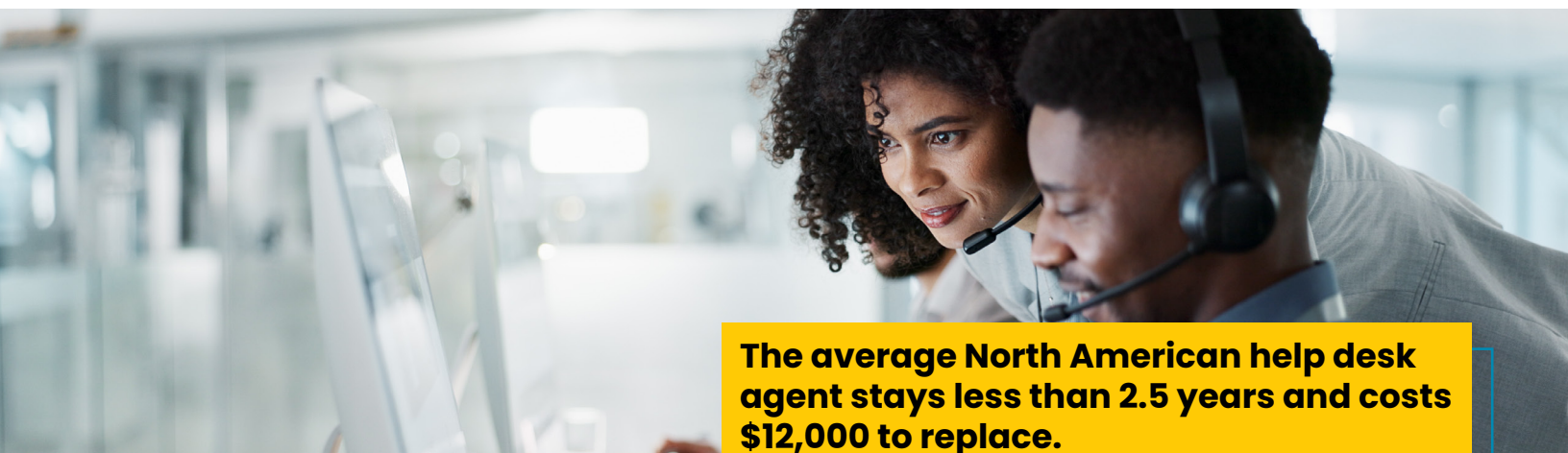
For a low cost-per-ticket model to work, organizations need high volumes, extremely standardized systems, and low service delivery expectations. Engaging a generalized outsourcer with bottom-of-the-barrel pricing is unlikely to deliver the specialized service and restaurant industry experience needed to successfully support multi-location business models and diverse technology systems – over-emphasizing cost reduction at the expense of customer satisfaction.

## 7. Be sure you're comparing apples to apples when you quantify your business case

The business drivers you identified for outsourcing your help desk should drive your business case. But make sure you're comparing apples to apples when determining whether you should leverage an outsourcer or operate your help desk internally to achieve your goals. Too many organizations fail to realize the full cost of operating a service desk when building their business case, leading to an improper evaluation.

Hidden costs like technology, quality assurance, knowledge management maintenance, and workforce management are built into vendor prices – but often overlooked as part of internal assessments. The cost of recruiting, retraining, and onboarding agents is another significant help desk expense that's rarely considered.

The average North American help desk agent stays less than 2.5 years and costs \$12,000 to replace, according to the Help Desk Institute<sup>17</sup>. Outsourcing eliminates the pain and cost of handling this high turnover rate, keeping your time and money focused on business priorities.



**The average North American help desk agent stays less than 2.5 years and costs \$12,000 to replace.**

- Help Desk Institute

## 8. Establish a robust process documentation and transition plan

Too many outsourcing providers regard transition as an afterthought, but it sets the foundation for long-term success. Taking time to properly transfer knowledge from one team to the next – and making sure documentation is updated – creates service desks that truly function as extensions of in-house teams.

It also establishes a service-centric model, enabling agents to consistently deliver exceptional performance with repeatable processes anyone can follow. Traditional help desks are people-centric, struggling to complete tasks if a resource with critical knowledge or skills isn't available.

Many help desk issues can be avoided if the provider makes the effort to understand the client's business environment and end-user requirements – and keep their knowledge base updated.

Today, automation can play a big role in enhancing providers' understanding of their client's business, delivering more personalized support, and maintaining an updated knowledge base. This includes using data analysis to identify common issues, patterns, and trends in user requests; AI algorithms to automatically update and maintain the knowledge base that can also feed into self-service portals; and continuous learning capabilities that can evolve their understanding of the business as it changes.

Challenge potential vendors to detail a robust knowledge transfer process that includes documentation, effective training, and a structured solution for deploying tools. Dig into how the transition will occur, how you will know it's completed, if the provider has tools like automation to keep information fresh, and how the vendor measures success.



**9. Consider selection criteria carefully – and choose the partner who defines what’s most important to you**

Now that you have a clear vision of what you want from a service desk, it’s easier to look for the right vendor. Basic expectations are obvious, covering account management support, reporting, and analytics.

But an outstanding partner should also offer proven toolsets that help you work smarter in an increasingly challenging and competitive environment, including AI and automation, best practices like ITIL, and service management certifications.

Think beyond cost and look for a high-performance provider who wants to develop a long-term partnership with your organization. Demand continuous improvement plans and a commitment to excellent ticket servicing with minimal escalations. Zero in on providers who offer a proactive approach – for instance, minimizing ticket volumes by identifying repeat issues and addressing the root cause.

It’s also essential to pick partners with experience working with restaurant brands. With more locations and scale, multi-location restaurant operators need a help desk partner who can understand the intricacies of supporting hundreds or even thousands of locations where the caller may be a restaurant worker with limited understanding of IT systems.

Your partner must be capable of providing advanced solutions for centralized management and standardized processes, even across geographically dispersed sites. Restaurant operators also need partners who prioritize rapid issue resolution to prevent disruptions to customer transactions.

Many help desk outsourcing providers fall short in their ability to customize solutions and provide a good end-user experience, with operations that depend on economies of scale delivered by labor arbitrage and large service volumes.



**The cost of a 60-minute outage for large retail and restaurant brands routinely tops \$5 million.**

- ITIC’s Hourly Cost of Downtime Survey

Consider these key criteria to select a service desk partner who will help you provide quality service for the long term:

## What to Look for in Your Restaurant IT Support Partner

- 1 **Deep Experience Supporting Restaurant Brands with Multiple Locations**
- 2 **Proven Toolsets & AI Automation Capabilities**
- 3 **Real-Time Analytics & Performance Improvement Mindset**
- 4 **Robust Knowledge Management Practices**
- 5 **Strong Quality Controls & Security Maturity**
- 6 **High-Caliber Talent with Strong Recruiting & Retention**
- 7 **Contractual SLAs and XLAs**
- 8 **Flexible Contract Terms & “Spirit of the Agreement”**
- 9 **Unified Care Capabilities**



Cultural Fit  
“Extension of  
Your Team”  
Philosophy



Long-Term  
Partnership  
Focus

## 10. Trust the process!

Help desk outsourcing has come a long way from when the in-house IT help desk was outsourced purely for cost savings. Today, employee experience is paramount and service quality is ranked higher than metrics that SLAs traditionally capture, like the speed of the first response or the number of tickets closed.

Technologies that can assist in providing a better service experience have also advanced vastly: automation, AI-powered self-service portals, multi-channel support, remote assistance tools, and analytics, as well as the potential demonstrated by Generative AI. However, finding the right talent to support technology adoption is an increasing challenge that restaurants are facing – restaurants cite

lack of knowledge (32%) and lack of staff to manage/integrate new technology (29%) among the biggest challenges for building their technology stack<sup>18</sup>.

Given the fast pace of change and number of challenges – both macroeconomic and industry-specific – that restaurants face today, they need an outsourcing partner with the flexibility to evolve and meet their changing needs as well as provide continuous improvement.

The long-term success of outsourcing your help desk hinges on executing it correctly: picking the right vendor, outsourcing the right processes, and putting the right tools in place.

This is essential for restaurant help desks to move from the old "break-fix" approach to a proactive high-performance service desk, upscaling end-user experiences with better processes, governance, and proactive management. Like any new venture, help desk outsourcing is

bound to experience some initial bumps in the road. But if restaurants clearly understand the value outsourcing can provide – and remain genuinely committed to making it work with the partner they select – the bumps will be irrelevant in the rearview mirror as you follow the path to success.

**The biggest challenges restaurants face for building their technology stack include lack of knowledge (32%) and lack of staff to manage/integrate new technology (29%).**

- Nation's Restaurant News Restaurant Technology Outlook

## About Auxis

Trusted by Fortune 1000 organizations across industries for more than 25 years, Auxis is a management consulting and outsourcing firm that helps organizations modernize and scale their back-office operations through innovative processes, technologies, and organizational structures. Core solutions include IT, Finance, and BOS Nearshore Outsourcing; Industry-specific Services, Intelligent Automation; Cloud; and Business Intelligence.

Auxis' restaurant industry solutions merge next-generation digital innovation, optimized processes, and the advantages of nearshoring to deliver best-in-class services that span IT store support for franchisors, franchisees, and corporate locations; customer care; point of sale (POS) operations; one-of-a-kind remote compliance audits and coaching; dynamic analytics; and back-office support. Leading restaurant operators rely on Auxis' innovative solutions to elevate customer experiences, boost profitability, and unlock appetizing results.

A nearshore outsourcing pioneer, Auxis has appeared annually on IAOP's elite Outsourcing Global 100 list since 2015, is a Platinum Partner and the 2024 Foundational Americas Partner of the Year for the leading intelligent automation platform, UiPath, and is a corporate member of the Service Desk Institute. To learn more, visit [www.auxis.com](http://www.auxis.com)

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