



# CASE STUDY : NOODLES & COMPANY

**Industry:** Food/restaurants

**Key Issues:** Cost and service

**ACT solution:** On-demand ReadyConnect® audio conferencing

**Top benefits:** Lower cost of conferencing, excellent customer service

## Noodles & Company changes its conferencing menu

Noodles & Company, a fast casual dining chain specializing in noodles, soups and salads, holds an average of 150 audio conferences per month. Becky Hamlin, manager of its Central Support Office, wasn't actively shopping for a new conferencing provider. However, when Advoda, a trusted partner of ACT Conferencing, presented a better solution, the decision was a 'no brainer.'

"When I found out that we could save 50 percent compared to our previous provider, I wondered 'what's the catch?'" said Hamlin. "There was no catch. It was an easy decision to make, especially because I was also frustrated with the previous provider's rep, who was not listening to me."

### An easy transition with easy conference access

Hamlin discovered that the transition to ACT was easy. "I took the opportunity to do some user clean-up before sending a spreadsheet of users," commented Hamlin. "In a short time, everyone was set up in the system and all of my requests were met. The one-number dial-in process is great because it removes one step that was required by the previous provider."

### Business as usual with less travel

Noodles & Company, like many other businesses, is encouraging personnel to meet via the phone instead of traveling — for cost and environmental reasons. Noodles & Company conferences include shareholder meetings, vendor calls, internal business conversations and annual, regional company meetings.

"In our business, pots and pans can be the background noise," Hamlin said. "So mute works well for us when we hold calls that involve the restaurant managers!" Frequent conferencing participants include area managers, who are located throughout the country; regional finance consultants, marketers and trainers who communicate weekly with corporate office staff; and the members of the real estate selection committee.

### Pleasant, responsive customer service

After approximately six months' experience with ACT and Advoda, Hamlin reports no issues. "I'm very happy with the pleasant, responsive customer service," stated Hamlin. "ACT Conferencing allows us to be smarter about travel and use of dollars, and this is important since we expect to increase usage as more restaurants open. We're also considering video conferencing for certain types of meetings."

**Noodles & Company** is about serving real food, real quick. Its menu features made-to-order noodles, soups and salads inspired from around the world that make everyone happy from kids to adults. Noodles & Company is a collection of more than 215 neighborhood restaurants in 18 states and growing.

[www.noodles.com](http://www.noodles.com)

**Advoda** specializes in telecommunication consultation from the global enterprise with complex voice and data networking requirements to the small business with requirements for voice service and Internet connectivity at a single location.

[www.advoda.com](http://www.advoda.com)

**ReadyConnect® Audio Conferencing** is a feature-rich, on-demand service that enables users to arrange and control their own conference calls, 24x7, without making a reservation or having an operator present on the call.

"Sometimes when you go to a lower cost conferencing service, you might have to give up this or that. With ACT and Advoda, there's no catch. Switching was a 'no brainer.' And the customer service is awesome, which makes it easy for me."

**Becky Hamlin**  
Manager of Central Support Office  
Noodles & Company

