

CASE STUDY



NKP Empire Ventures

Bangalore food & beverage company boosts productivity by over 20 per cent with WAVE PTX™

NKP Empire Ventures Pvt. Ltd operates under the brand names of Empire, Karama, Vegetarea, EasyBites and Empire Juice. The original Empire restaurant opened in Bangalore in 1966 and, since then, the family business has been focused on crafting unforgettable culinary experiences for its customers.

NKP prides itself on its forward-thinking approach and commitment to excellence and aims to always meet evolving customer needs. It currently has a turnover of over US\$60 million and 44 restaurants in India, mostly located in Bangalore and Mysore, but it is expanding both nationally and globally over the coming months.

Customer

NKP Empire Ventures Pvt. Ltd

Industry

Food & beverage

Solutions

- WAVE PTX
- 75 x TLK 100 WAVE PTX portable radios
- WAVE PTX Dispatch



MOTOROLA SOLUTIONS

Challenge

NKP has worked with Arya Omnitalk Wireless Solutions Pvt. Ltd, a long-term partner of Motorola Solutions, since 2008 for its radio communications needs. Previously, NKP was using Bangalore's Public Mobile Radio Trunking Service (PMRTS). However, this system only offers coverage across Bangalore and, as NKP was expanding – opening new outlets in Mysore, Hassan and on all major highways across Karnataka – it needed an alternative solution to cater for its requirement for extended wide-area coverage for group-wide calls.

Indeed, without an alternative solution, NKP's operational teams would have had to make individual calls to each branch outside Bangalore, which would have been exceptionally time-consuming and costly. Other challenges were the speed and breadth of NKP's expansion and its lack of technical manpower to support a complicated radio infrastructure; therefore, it also needed a flexible, scalable, future-proof system that was fast to deploy and easy to manage. A further issue was the difficulty in attaining traditional radio network frequency allotments.

Solution

Ayra Omnitalk recommended the Motorola Solutions Push-to-Talk service, WAVE PTX, to operate over a national cellular network. NKP was interested in finding out more, as it was aware of multiple customers already successfully using WAVE PTX across India; and, following a successful demonstration and on-site training by Arya Omnitalk, NKP equipped its teams across the region with TLK 100 WAVE PTX portable radios, with LTE-enabled SIM cards, and USB wall chargers for easy, fast charging. Each branch manager and supervisor now has a device, and other departments, such as operations, maintenance, hygiene, stock management, purchasing and marketing, all have two radios each too. Directors also have a TLK 100, so they can stay fully in touch with the day-to-day running of the business.

“ Motorola Solutions is a trusted brand and, with Arya Omnitalk's support, we had a very smooth transition to WAVE PTX. We migrated to WAVE PTX as we needed group PTT communications with all our restaurants, including those outside of Bangalore. There is no infrastructure, so the deployment was easy and fast. Teams find it much easier to communicate effectively now and the improved coordination between our head office and our mobile workers and restaurants has streamlined our operations and boosted our productivity by over 20 per cent. This solution is going to really help us, as we expand to other cities and overseas.

– Shakir Haq, Chief Executive Officer, NKP Empire Ventures Pvt. Ltd

WAVE PTX is the main form of communication for NKP. NKP is currently using the radio system very much as it had previously used the PMRTS for group-wide (call-to-all) communications, so all users are constantly connected and hear all the messages, to ensure optimal operational visibility across the whole business. However, these messages can now be communicated on a national level, not just in the Bangalore area, ensuring all branches are connected and saving the huge amount of time that would otherwise have been needed to contact all outlets outside Bangalore individually, every time a message needed to be conveyed. A centralised head office team also carefully monitors all branches using NKP's CCTV system; and, should this team see any issues that need reporting or resolving, they also use the WAVE PTX system to send out instant group calls to all teams in real time.





The system is not only boosting safety and security at the branches but it is also a method of encouraging best practice and high service levels in all restaurants. For example, if the head office team contacts an outlet because it sees a customer not being served in a timely manner or a member of staff who is wearing their uniform incorrectly, all branches will hear that message; supervisors will naturally then doublecheck that standards are being adhered to at their outlet. The central team utilises WAVE PTX as an attendance management system too, as they record when branch managers and supervisors log in and out on the device. Beyond this, the stock management and purchasing departments liaise with the restaurants about inventory, orders and replenishment; cleaning and maintenance teams can quickly resolve issues; and marketing teams can advise of any upcoming campaigns, for example. Thousands of calls are made over the system every day, with this constant radio traffic ensuring all parts of the business are connected for fast information flow and issue resolution.

Moving forward, NKP is aware of the functionality WAVE PTX can offer in terms of talk groups, individual calls, data sharing (photos, videos, files, messaging), user tracking and call recording, as well as the option for cross-system integration, and may utilise this flexibility and functionality in the future. In the meantime, however, NKP just needs a fully operational voice communications system, so Arya Omnitalk offers 24/7 on-site service and support: an important factor for NKP, as its restaurants operate long hours and open every day. The devices can also be remotely monitored and managed, for fast updating (for example, adding or modifying users remotely) and troubleshooting, for optimal uptime. This ensures NKP always has reliable radio communications in place to keep managing operations efficiently. And, with AES-256 encryption, NKP can rest assured that all its communications and shared data remain confidential.

Benefit

Shakir Haq, CEO, NKP Empire Ventures Pvt. Ltd, summarises: “We are now using WAVE PTX to successfully manage our operations and connect with all our restaurants. The reliable, seamless, integrated communications have changed the way we work. And our teams love the system, the audio clarity and the ease of use and smaller, lighter footprint of the TLK 100 radios. This new-found efficiency and the future-proof, scalable system mean we are in a great place to continue our expansion. We know we can rely on WAVE PTX to provide us with the reliable communications we need, now and in the future.”

Indeed, WAVE PTX is significantly improving coordination across the business, which is boosting efficiency, security and productivity whilst driving strong ROI and improved customer service. This streamlining of operations and improved business visibility is essential as NKP expands its operations, nationally and overseas.



With WAVE PTX, we can communicate messages quickly to all branches in real time, which saves a huge amount of time. Indeed, without WAVE PTX, it would have been impossible for us to move forward with our pan-India expansion.

– Khader Ceethirakath, Associate VP Operations, NKP Empire Ventures Pvt. Ltd





Benefits

- Fast, easy, cost-effective deployment with no infrastructure needed
- Clear, reliable wide-area coverage across India
- Instant Push-to-Talk group communications, with loud, clear audio and noise-cancelling technology, so workers can always hear and be heard
- Robust, reliable, easy-to-use devices, with good battery life to last long shifts and easy USB charging
- Hosted on the Microsoft Azure cloud platform, communications are encrypted for added security
- On-site or remote management and updates for ease of maintenance
- Subscription-based system, which is easily scalable across India and abroad to meet NKP's growing needs as its operations expand
- The deployment is boosting productivity by over 20 per cent and improving operational visibility and safety

To learn more, visit: www.motorolasolutions.com



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