

The background of the slide is a photograph of a bakery. It shows several wooden shelves filled with various baked goods. In the foreground, there are round loaves of bread, some with a dusting of flour, and a large stack of cinnamon rolls topped with chocolate chips. Other pastries and breads are visible on shelves in the background, creating a warm and inviting atmosphere. The lighting is soft, highlighting the textures of the bread.

Bringing Consistency to Communications Across 300+ Retail Franchise Locations

A UCaaS Case Study
with a Retail Franchise

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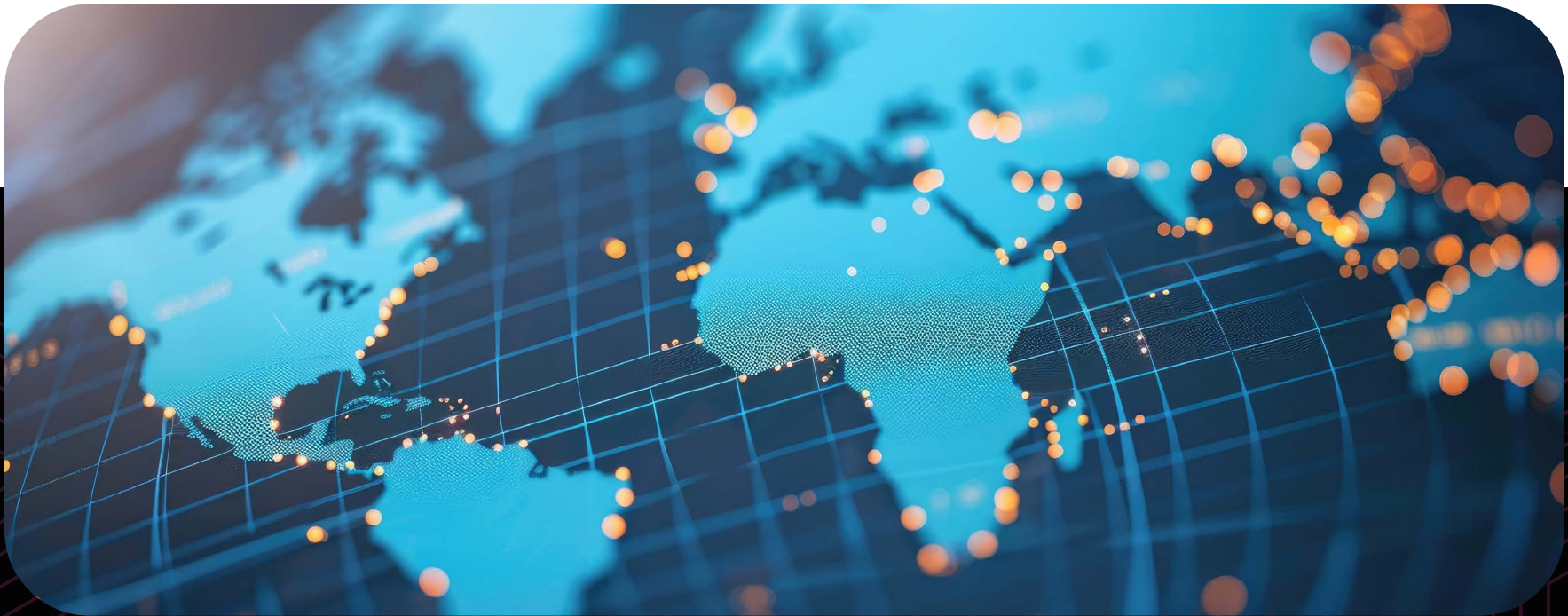
Executive Summary

A leading retail franchise in the food and beverage industry with over 300 locations was facing inconsistent communication systems across its network and lacked a scalable way to manage telecom billing per location. Cloudli delivered a unified voice solution through its Cloudli Connect platform, enabling consistent setup across multiple stores and providing corporate with detailed billing insights by franchise. The result was a streamlined deployment process, improved operational control, and a 30–40% monthly cost savings compared to their previous provider.



About the Client

Our client is a fast-growing international franchise brand in the retail food and beverage space, known for offering high-quality baked goods, café beverages, and casual dining experiences. With hundreds of locations across North America and a strong global presence, the brand combines artisanal craftsmanship with a modern approach to service. Each location is designed to reflect a warm, community-focused atmosphere while delivering a consistent standard of excellence in both product and guest experience.



The Challenge:

Fragmented Communication Across the Network

A well-known name in the retail and food services space, our client operates a network of over 300 franchise locations across North America, offering pastries, café dining, and catering services. With rapid expansion came a critical challenge: each franchise location was managing its own communications setup. This resulted in an inconsistent calling experience for customers, operational inefficiencies, and limited visibility for the corporate office into what was happening on the ground.

Beyond unifying the customer calling experience, the corporate office also needed a better way to manage and allocate communications costs. With each franchise operating independently, breaking down billing by location had become complex and time-consuming.



The Solution: One Platform, Seamlessly Deployed



To address these challenges, Cloudli partnered with the client and their trusted Channel Partner to deploy a centralized communications strategy using the Cloudli Connect platform. The solution delivered exactly what the client needed — a consistent experience across all locations — while remaining within budget. It also became a key component of the client's new location kick-starter strategy, making it easy to onboard new franchises from day one.

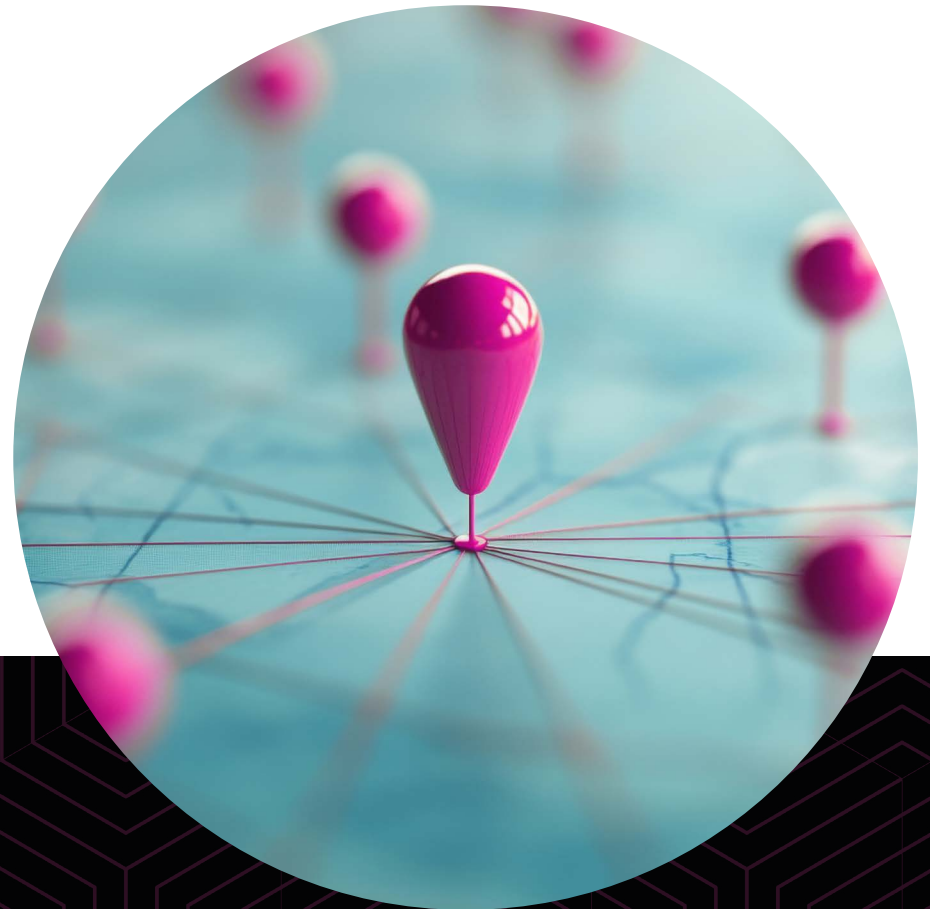
Rather than leaving each franchise to figure out their setup independently, Cloudli's onboarding team handled provisioning for every new location, providing a consistent experience across the entire franchise network. The result was a plug-and-play model that franchisees could rely on, without having to lift a finger.

Billing, which was once a pain point, became a point of strength. Cloudli's flexible billing system was customized to align with how the corporate office wanted to manage expenses, allowing them to view, allocate, and track costs at the franchise level with ease.

The Outcome: Simpler Setup, Lower Costs, Better Control

The outcome was transformative. Franchise setup became streamlined and consistent, ensuring that every location delivered the same high-quality calling experience to customers. Corporate gained centralized control and clear visibility across all locations, while franchise owners benefited from a system that was already configured and ready to go.

Most importantly, by choosing Cloudli over other providers, the client achieved an estimated 30 to 40 percent monthly cost savings on their per-call path cost.



Why Cloudli: A Partner They Could Count On

While price played a role, what truly set Cloudli apart was the level of support. The client knew that whenever they had a question or needed help, the Cloudli team would be there. That kind of accessibility and partnership made a big difference — especially during rollout.

With Cloudli, this retail franchise brand now benefits from a unified, scalable communications strategy that grows with them — location by location, franchise by franchise.





About Cloudli Communications

Cloudli Communications is a business communications solution provider where customers come first and partners thrive. We deliver cloud communications, IP Fax, Alerts and other business communications solutions to customers across the U.S. and Canada. With a rich legacy that spans decades, our success is built on four key pillars: simple, flexible, reliable, and hands-on. Customers of all types, industries and sizes can benefit from Cloudli's solutions through its North American partner network. To learn more about Cloudli, visit www.cloudli.com, or find us on LinkedIn, X, Facebook and Instagram.

Cloudli Communications is owned by CPS Capital, a Toronto-based private equity firm.

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