

# IT MANAGED SERVICES CASE STUDY: The Tech Fix That Helped Original Joe's Survive the Pandemic

**Original Joe's** is a family-run restaurant group with deep roots in the Bay Area, known for its Italian-American comfort food, iconic branding, and warm hospitality. From bustling dining rooms in San Francisco to a loyal following in Daly City and beyond, Original Joe's is more than a place to eat — it's a tradition.

But when COVID-19 swept through the region, everything changed. In-person dining vanished overnight. To survive, the company had to reinvent its service model — with takeout and delivery becoming the only viable channels. And yet, the systems in place weren't built for high-volume phone ordering.

Since 2018, IT Total Care has been a trusted partner to Original Joe's. We've helped stabilize and scale their IT infrastructure over the years — but during the pandemic, that relationship became a critical force in helping the business adapt quickly, stay connected to its customers, and continue operating at a time of extreme uncertainty.

## The Challenge: Outdated call design — at the worst possible time

Before the pandemic, Original Joe's handled takeout orders with a single phone line routed to a receptionist. This system worked fine when most customers were dining in — but in a takeout-only world, it immediately became a bottleneck.

- Only one call could be answered at a time. All other callers heard a busy signal.
- Customers who couldn't get through often gave up and went elsewhere.
- Staff were overwhelmed, and there was no visibility into call volume or missed opportunities.

In short, the phone — the main gateway to customer orders — was failing them. And with no margin for error, every missed call represented real lost revenue.

Recognizing the urgency, Original Joe's reached out to IT Total Care with a clear mission: implement a scalable, immediate solution that would allow them to handle a flood of incoming calls and keep the takeout operation alive.

## The Solution: A purpose-built VoIP call queue for high-volume operations

IT Total Care responded quickly, deploying a custom VoIP setup designed specifically for Original Joe's evolving needs. The new solution gave them the flexibility, visibility, and scale to handle takeout like a pro.

- Cloud-based queue allowed multiple callers to wait their turn instead of being turned away.
- Hosts were trained to check in and out of availability, enabling smoother call routing.
- Customers received live updates on their queue position, improving transparency and reducing call drop-off.
- Real-time dashboards were created to track performance, staffing levels, and queue length.

This was more than just a technical upgrade — it was a rapid transformation that gave the team tools and visibility they had never had before, enabling them to serve more customers with less stress and zero missed opportunities.



## The Result: Business continuity, customer retention, & a renewed sense of control

The results were immediate and meaningful:

- Original Joe's was able to **launch a fully functional takeout operation** just days after lockdowns began.
- **Missed calls dropped dramatically**, and customer retention improved as callers stayed on the line.
- Staff gained new confidence, with **better tools** for handling high-volume orders without chaos.
- The restaurant was able to **stay open and financially stable** through the height of the pandemic.

## A Story of Adaptability: Hospitality beyond the dining room

Beyond the operational improvements, the solution helped preserve a nearly 90-year-old tradition. Founded in 1937, Original Joe's has long been a staple of San Francisco's dining scene — known for its open kitchen, red leather booths, and commitment to old-school hospitality.

In tough times, that hospitality didn't disappear — it adapted. The new phone system helped ensure that the same community that's supported Original Joe's for generations could still connect with their favorite restaurant, even when they couldn't step inside.

At IT Total Care, we don't just support technology. We support the people and businesses behind it — helping them stay strong, stay focused, and keep moving forward, no matter what the world throws their way.



*Original Joe's is located in the heart of the historic North Beach District, a mecca for natives, tourists and culinary aficionados alike. Overlooking majestic Washington Square Park, the location encompasses a rich culinary history.*