

# Delivering a taste of East Texas BBQ and unique Italian cuisine

## Business Needs

Reliable internet and wireless services for busy Louisiana and Texas restaurants

## Networking solution

AT&T Dedicated Internet and AT&T wireless services support current operations and enable planned expansion.

## Business value

Dependable internet and phone services enable the restaurants to satisfy patrons quickly.

## Industry focus

Fine dining

## Size

11 locations

## About Monjuni's and Silver Star restaurants

Monjuni's and the Silver Star operate 11 restaurants across the Shreveport-Bossier City area of Louisiana. They offer a mix of restaurant concepts, including casual barbecue spots, Italian cafés, and an upscale steakhouse.

## The situation

As the restaurants expanded, it became difficult to ensure dependable internet and phone service at some new locations. Many customers use phones or email to place carry-out orders, so Monjuni's and Silver Star depend heavily on the internet and wireless phone services. The popular restaurants needed a carrier with rock-solid reliability to serve their loyal customers.

## Solution

Monjuni's and the Silver Star chose AT&T Dedicated Internet Service and AT&T cell phones to manage the reservations and take-out orders that come in by phone and online. The services make it easy for the restaurants to serve up the luscious Louisiana and Texas cuisine their patrons love.

## The essence of southern cuisine

Louisiana and Texas residents have long chosen Monjuni's and Silver Star restaurants for casual Italian cuisine, authentic Texas barbecue, great steaks, and irresistible Tex-Mex specialties. Each location promises a unique experience with food crafted to satisfy patrons' cravings and celebrate the essence of regional cuisine. The menu, hospitality, and atmosphere of each restaurant have created thousands of loyal customers.

Todd Mitchell, Area Manager for seven of the restaurants, said each location is unique. “Every restaurant has a different vibe. For example, Monjuni’s has a little Italian vibe. The Silver Star is more country-like. The servers all wear western-style boots. And our Silver Star Grille is a little more upscale.

Mitchell, who is one of about 500 employees of Silver Star and Monjuni’s, says he loves the diversity of his job. “I help with everything from cleaning and fixing equipment to helping customers, training managers, and helping to hire good employees. We just deal with the ins and outs of the business and try to save money,” he said. “I’m kind of the first line of defense. When the managers need something, they call me first.”

## Reliable, high-speed services

Communication is important in the restaurant industry, as patrons need to make reservations and call in take-out orders. Like many eateries, Monjuni’s and Silver Star use point-of-sale (POS) systems to record sales transactions, manage inventory, and generate reports for business analysis. The restaurants rely on POS systems for efficient order management, accurate billing, inventory control, and data-driven decision-making. Ultimately, the systems boost operational efficiency and customer satisfaction.

Always on the leading edge of customer service, the restaurants began using an internet-based POS system. Delivering reliable connectivity to the system was vital to the restaurants’ success. In addition, the managers decided to replace the landline telephones they had relied on for years. “The landlines were just older technology, and we were starting to have problems with them,” Mitchell said.

**“Going to AT&T Business fiber has been a good thing. We’ve had it for two years now and have had zero internet issues since then.”**

**Todd Mitchell**  
Area Manager, Monjuni’s & Silver Star restaurants



The restaurants turned to AT&T Business for support. They recently moved to AT&T Dedicated Internet service and AT&T wireless service to help improve the reliability and consistency of their internet and phone services. AT&T Dedicated Internet Service is delivered through advanced fiber optic networks. It’s an unshared connection with bandwidth and symmetrical upload and download speeds. In other words, uploads are as fast as downloads.

Getting connectivity via the AT&T Business fiber network ensures high speeds and reliability with no fluctuations in data transfer speeds. Fiber optic networks are known for their durability and dependability. Fiber helps reduce the risk of service disruptions. In addition, the restaurants receive priority support and proactive network management from AT&T Business.

## Bountiful Wi-Fi bandwidth

Mitchell said he now has no worries about the restaurants’ POS systems. “Going to AT&T fiber has been a good thing. We’ve had it for two years now and have had zero internet issues since then,” he said.

In addition to supporting the restaurants’ operating systems, AT&T Dedicated Internet delivers plentiful bandwidth for its Wi-Fi networks. “That’s part of the atmosphere. People love being able to come into your restaurant and get on your Wi-Fi,” he said. Unfortunately, the restaurants couldn’t depend on their previous internet provider.



“We had a good bit of issues with them. I just knew it was time to do something different,” Mitchell said. His life is easier since moving to AT&T Business, and staff and patrons have noticed the difference. “The reliability of the internet means I don’t have to worry about the POS system going offline. The consistency is the best part. It makes a difference.”

**“Our AT&T rep really helped me through these installations.”**

**Todd Mitchell**  
Area Manager, Monjuni’s & Silver Star restaurants

Reliable phones are crucial for restaurants, Mitchell said. “About 50 percent of our business comes over the phone because our customer base is a little bit older. They don’t necessarily do much online. They want to talk to a person when they place an order.” The internet is important as well. “Some of our stores have online ordering, and that’s going to continue to grow. We do need it because some customers just want to put in their order online and come pick it up.”

## Relationships matter

Mitchell is pleased with the service he receives from AT&T Business. “Our AT&T rep really helped me through these installations. I like being able to have a good relationship with somebody. I like to be able to call and talk to somebody and know he’s going to take care of us. Our relationship has been big,” he said.

He said he’s grateful for the connection he has built with AT&T. “It’s been huge. I’m really impressed with the care we get from AT&T Business. Accessibility is the biggest thing,” he said.

Mitchell says he wouldn’t hesitate to recommend AT&T Business to a colleague. “I would definitely say to go ahead and get the fiber, and you won’t be disappointed,” he said.

The services are important to Monjuni’s and the Silver Star restaurants as the company expands. It plans to acquire an additional restaurant location in the next few months.