



# Supercharged Case Study

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## **ABOUT SUPERCHARGED**

**Founded in 2017, Supercharged is the largest indoor multi-level karting track in the world.** The 110,000-square-foot facility houses two multi-level tracks in addition to a trampoline park, event space and full-service sports bar. In 2018 alone, it had over 220,000 guests.

## UNIQUE NEEDS

Cody Browning is Supercharged's regional general manager and is responsible for developing and overseeing all operational processes for the facility. As part of his role, he was recently tasked with evaluating Internet service providers, and was keen to find one that could handle the unique technological needs of his business. One of the most important criteria he considered was a provider's ability to keep the business online at all times. It's critical that Supercharged's local system can communicate with a remote server to access cloud-based systems used to keep their back office running. Additionally, Internet access reliability is imperative for ensuring the business can serve customers and process credit card transactions. "If we lose Internet services, we lose business, and that's not an option," said Browning.

## IMPORTANCE OF QUALITY SERVICE

After evaluating several providers, Browning chose Breezeline™. In addition to Breezeline's solutions, and the fact that it is a local provider with local service technicians, he was extremely impressed with Breezeline's customer service, and how its staff treated his business from their very first encounter. Meeting with the local general manager and the entire local sales team gave him the opportunity to have all his questions answered. The personal attention he received made him feel as though Supercharged would be an important client to Breezeline, and that they would truly value his business. Browning said, "You can't underestimate how the personal touch will make a customer feel. You simply can't put a value on that approach."



## ONGOING SOLUTIONS

Today Supercharged uses Breezeline's Business Dedicated Internet Access (DIA), Video and Coax services. While it does have a redundant system in place in case of an issue, to date they haven't had to use it. Additionally, after working with Breezeline for two years, Browning still feels he gets the personal service and attention he got as a new customer. He continues to be impressed with the responsiveness of the customer service team and how committed they are to ensuring his business remains up and running without issue. When an issue does arise, he has a direct contact available to help him resolve it quickly. "When you call some providers, you sit on the phone for hours. I have a business to run; I can't do that," said Browning. "When I reach out to Breezeline, I know there's someone on the other side. I feel like they care."

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Breezeline delivers advanced Video, Internet, Business WiFi and Voice services to small and medium businesses over a highly reliable, Fiber-rich, high capacity network. It also offers customized, scalable Metro Ethernet enterprise solutions, including dedicated Fiber with symmetrical speeds up to 10 Gbps, point-point and multipoint transport, and Hosted Voice solutions. Breezeline supports its business clients with 24/7 network monitoring and technical support, professional client care, and dedicated local account executives.

**To learn more, visit [breezeline.com/business](https://breezeline.com/business) or call 855.567.1346**

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