

Supermarket chain boosts connectivity to better serve its growing base of customers

Improved reliability and lowered costs through digital service upgrades from Spectrum Business

A supermarket chain with over 200 stores across the southern United States sought to improve network operations and customer service. After years of growing dissatisfaction with other vendors, they were receptive discussing the advantages of selecting Spectrum Business as a single solutions partner.

Since choosing Spectrum Business, the chain has seen smoother-operating checkout lines, more reliable network integration and a higher level of back-end support than before. Today, Spectrum Business systems are in use at every one of their many supermarket locations.

One major need the supermarket chain identified was replacing their expensive and cumbersome legacy Multiprotocol Label Switching (MPLS) system at their stores with one that gave the chain more flexibility and scalability, as well as greater ease of use.

After several meetings with Spectrum Business, the supermarket chain agreed it was time to upgrade all their store locations to [Ethernet](#).

"Since we provided Layer 2 E-LAN, we cut out the cost of the MPLS," Spectrum Business National Account Manager Mitchell Cline recalls. "They

appreciated the personal service we provided them. They had previously had trouble with repair, and we gave them the portal where they can put in tickets. We handle them and get things done. They were also used to the complexity of MPLS, and the E-LAN was such a simple network that they couldn't believe how easy it was. They love it now."

When choosing the right connectivity package, many of America's largest companies turn to [Ethernet Services](#) from Spectrum Business. In an ELAN service, multiple locations in a business are connected to other locations through copper or [fiber optic Ethernet](#) cables. ELAN service enables seamless communication within all locations associated with the business's Ethernet virtual connections. It is ideal for businesses that want to create transparent WAN extensions of their LAN architecture.

"The client has to have speed and agility when it comes to their websites and inventory. Now they can do things they never could do before."

– Mitchell Cline, Spectrum Business
Account Manager



After partnering with Spectrum Business, the supermarket chain has improved checkout line performance, more reliable network integration and a higher level of back-end support.

Client profile

Company

Supermarket Chain

Industry

Retail

Services

Cloud Connect

Ethernet

Enterprise Trunking

Dedicated Fiber Internet (DFI)

Overview

- A supermarket chain with over 200 retail locations needed connectivity improvements to facilitate sales and better serve its customers.
- Spectrum Business installed various network solutions that resulted in higher speeds and greater reliability.

Outcomes

- Spectrum Business installed Ethernet across several supermarkets, the success of which led to more Ethernet installations at all 200 plus stores in the supermarket chain.
- The supermarket chain realized improved checkout line performance, more reliable network integration and a higher level of back-end support than before with Enterprise Trunking and Cloud Connect.
- The new solutions vastly improved the supermarket chain's ability to manage sales and to service customers, particularly at their pharmacies.

Why it matters

- The supermarket chain operates successfully across the Southern U.S., generating \$4.99 billion in revenue in 2021.
- The chain is now better able to anticipate and manage its technology needs, as its Spectrum Business partnership expands.



With over 200 retail locations, the supermarket chain needed consistent, reliable connectivity to enhance customer experience and service.

Earning trust through solutions based on true partnership

Established over 50 years ago, the supermarket chain has come to be known for selling a wide range of products at affordable prices by employing a sound, focused business strategy. The grocer generated \$4.99 billion in revenue in fiscal year 2021.

"We have been working consultatively with them to seek the best long-term solutions for all of their challenges," explains Cline. "It was a three-year process. Luckily, Spectrum Business understands the value in long-term process that results in mutually beneficial relationships."

The success of Ethernet installation at several stores encouraged the supermarket chain to trust Spectrum Business with installing Ethernet at their other stores. It also prompted the chain to consider other parts of its network that could benefit from a Spectrum Business upgrade.

Trust breeds success, and success builds on itself

With each new Ethernet contract came more opportunities to show

what Spectrum Business could do to help boost performance. Eventually the supermarket chain was moved to employ other Spectrum Business technology service solutions across their enterprise.

To make the process of managing store-to-store or store-to-HQ calls easier and more efficient, the chain implemented [Enterprise Trunking](#), (SIP for voice and PRI services for fax). Moving their internal calls over the Spectrum Business ELAN network, rather than sending them over a traditional telephone line made it much easier and quicker to transfer customer calls from the HQ call center to a specific store.

To boost bandwidth and customer services, Spectrum Business [Cloud Connect](#) was selected and installed, giving the chain improved access to Google Cloud. For high-speed, low-latency connectivity to key applications and datasets, [Dedicated Fiber Internet \(DFI\)](#) is also in place at the supermarket chain's headquarters.



Having a network that better manages prescription information at in-store pharmacies means less waiting and improved revenue.

As Spectrum Business continues in its role as a connectivity and technology partner, Cline sees many other potential service avenues to explore: “We have the kind of relationship that when we talk about one service with them, we can also talk about the value they would derive from other services. They trust our judgment and know that we aren’t just looking for a sale, but that we really see a place where we can make what they do even better.”

From many providers to a single technology partner

A critical determinant in advancing the Spectrum Business partnership was making the right business case for the solutions themselves. For example, the fiber network Spectrum Business put in would prove a major performance lift from the MPLS Tier 1 network they had used before.

“Previously, if one of their T1s went down, their credit card systems went down and they couldn’t make money,” Cline explains. “What really prompted them to take us seriously is they have pharmacies in 80-90 stores which are a massive profit driver. When a customer needed to have their

insurance checked at the pharmacy, their T1 network would slow it down. That was the big driver to move them to fiber.”

The speed of fiber stimulated further investment as its advantages became more apparent. “They asked for 10 MB in the beginning, and I moved them to 20,” Cline says. “It just future-proofed their whole network. Now they can do other things with voice they weren’t able to do before.”

In winning the business, Spectrum Business displaced two other leading service providers. The reasons went beyond the service features themselves. “They chose us over them because of our customer service, communication and local presence,” Cline notes.

A partnership to count on

Another reason Spectrum Business stands out from the rest is its determination to always be there for the client. Putting the client first is hard-wired into every touchpoint, whether it necessitates regular e-mails, weekly check-in calls or face-to-face meetings to answer any questions the client has.

“We show up in person to talk,” Cline says. “We are constantly available. There is no backend service like that from our competitors — they just have 1-800 numbers and clients have to wait six months to get something done. We won over this client because of our personalization and our customer service.”

Being farsighted about the solutions he discusses is vital to Cline, whether it is being able to recommend boosting connectivity speeds or being ready with the right answer for a pharmacy-processing issue. Cline’s vision of partnership is a willingness to raise issues the client may not be focused on yet, in anticipation of avoiding hazards down the road or seizing opportunities just beyond the immediate horizon.

The Spectrum Business solutions have proven very reliable, backed by stringent service-level agreements (SLAs) and 24/7/365 proactive monitoring: “Proactive consistency is the cornerstone of our relationship,” Cline notes. “The supermarket chain is all about quick and clean service and nice people. They expect everything to work as properly as they do.”

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With Spectrum Business as a technology partner, the supermarket chain has an eye on the future and further technology improvements.

The future is wide open

What's next for the supermarket chain? A managed services relationship is one possibility.

"They like to do everything by themselves," Cline observes. "But we are already talking to them about doing some tests of our managed equipment. I think it is a natural evolution of where they are now."

Advantages of a managed partnership with Spectrum Business include collaborating on a full-scale digital transformation with robust security and networking solutions, the ability to support an increasingly hybrid workforce and the flexibility to deliver on an even wider variety of connectivity options across a multitude of locations.

At the moment, using Spectrum Business solutions, the supermarket chain remains highly successful and profitable, building on its extensive customer base as well as its service profile. Their continued growth makes clear why the partnership with Spectrum Business is strong and will continue to gain momentum for years to come.

"Communication is very good when it comes to Spectrum Business. Whether it is getting answers quickly or resolving issues that come up, our work is never done. There are always opportunities to improve on success."

– Mitchell Cline, Spectrum Business
Account Manager

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