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National Automotive Dealer Drives Customer Service to Higher Levels

CHALLENGE

- Aging Phone System Causing Down Time
- Expensive Third Party Call Recording Service
- Costly Decentralized Dial Tone

SOLUTION

- Zultys MXV IP PBX Running On Regional VMware Servers
- Collaborative Desktop Client That Delivers Voice, Video, Chat, Fax And More
- Advanced Call Center Software For Their Centralized Business Development Center

BENEFITS

- Significant Return On Investment
- Improved Client Satisfaction
- Integrated Mulitple Software Platforms
- Improved Employee Collaboration
- Provided Business Intelligence
- Tracked Marketing Efforts
- Increased Sales

The Challenge | Ken Garff Automotive Group was established in 1932 upon the principles of honesty, integrity and personalized service. Since its humble beginnings at a local gas station, the dealership has grown into an automotive powerhouse with 50+ new car franchises, used car stores and collision repair centers. The dealership has locations across the country from Michigan to California.

With 80+ years of success based on the principles of honesty, integrity and personalized service, Ken Garff Automotive knew its aging phone system was in trouble when the company started encountering service affecting issues. The time to start investigating and investing in a new technology solution had arrived. In addition to service issues, the company also identified that it was paying for an expensive third-party service to assist with its customer care process that directly integrated with their DealerSocket software.

The Solution | The company contacted YipTel, to start exploring new system options as they were well known for delivering custom solutions to automotive dealerships. YipTel performed a full audit of Ken Garff Automotive's communications system, from monthly line costs to unified communications (UC) needs. The evaluation allowed YipTel to understand at a deep level what system to recommend to fit the dealerships business goals. Migrating to VoIP system architecture would offer the flexibility to connect multiple offices into a single, seamless system in order to improve communications, cut costs and ensure affordable scalability.

After evaluating a variety of VoIP solutions from multiple VoIP providers, YipTel became the clear choice. Ken Garff Automotive completely replaced their aging phone system infrastructure with a deployment of centralized Zultys platforms, that ran on regional VMware servers. Since multiple dealerships run on regional VM servers in a fully redundant infrastructure, that was a key requirement for the client. The solution provided a host of new collaboration tools including HD voice, HD video calling, presence, IM/chat, powerful call handling, Mobile applications, fax, call recording, reporting and other features. The regional VM's were then networked to provide seamless company-wide

- "There's no question that YipTel was the best fit for our organization's needs. Its integration with voicemail, fax server, IM, videoconferencing, and other features make it a Cadillac at a Honda Price."
  -Mark Boehlen, CIO

- " YipTel has provided a true solution that has dramatically reduced costs, integrated our platforms and unified the communications across our organization."
  - Randy - Director of Telecommunications

collaboration, extension dialing, presence, administration, chat and more.

In addition YipTel worked with Zultys to write custom software that allowed them to eliminate the need for Who's Calling (a 3rd party recording service). The Zultys platform now performed call recording functions and directly integrated the recorded calls into their Dealer Socket software. In addition to reducing costs, it also added simplicity and ease for their sales staff when placing outbound calls. This is because the software automatically correlated the outbound call with the proper sales representative, eliminating the existing cumbersome and thus not followed process. The platform seamlessly integrated inbound and outbound calls to Dealer Socket, associating them with the proper sales representatives.

As soon as the YipTel UC solution was implemented, the company recognized an immediate return on investment due to reducing dial tone costs by transitioning to SIP trunks, eliminating 3rd party applications, and by dramatically reducing the administration required to manage the solution.

YipTel also helped the company to eliminate costly third-party services through a custom DealerSocket CRM integration that brought key customer care capabilities in-house.

The Benefit | Ken Garff has tracked dramatic improvements in communication, the company now uses a visual presence status of every extension across the organization, integrated chat, video calling, conference calling and integrated Web meetings. They've also empowered their service writers and connected their sales staff with advanced mobile applications. Management is enjoying a new level of centralized business intelligence and service-level reporting and the Dealer Socket integration was the cherry on top delivering radical simplicity and efficiency while delivering the ROI on the project.

YipTel implemented Call Center software in the Business Development Centers(BDC) which allows them to centralize answering for multiple dealerships and effectively schedule service. In addition, the Zultys Call center software provides supervisor dashboards and reporting that delivers intelligence and actionable data to manage their staff and their level of service to their clients.

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