

Automotive dealer drives new efficiencies through IP.

In the highly competitive automotive sales industry, exceptional customer service is critical to success. A key part of delivering quality customer service is efficient communications. When Group Spinelli decided to streamline operations for its eight dealerships, the Québec-based business turned to Bell to build a leading edge IP convergence solution for its voice and data communications.

About Group Spinelli

Group Spinelli is a thriving Québec-based car dealership with eight locations between Lachine and Pointe-Claire. Until recently, each dealership had its own server which communicated with the company's main server located at the Lachine head office through a Virtual Private Network (VPN). A separate network was used for all voice communications.

The challenge: a time for change

As a growing business, Group Spinelli found that its data and voice communications systems were no longer fast or powerful enough to meet their needs. Over time, the technology had become obsolete and was hampering employee productivity. Data transfer between locations was slow, which led to longer wait times for customers. In addition, the outdated and inflexible telephone systems required regular upgrading and were expensive to maintain.

The decision was made to look for a communications solution that would provide Spinelli with greater flexibility and allow for more advanced systems management and administration capabilities. More importantly, the

transition to a new system had to be as seamless as possible to ensure there were no disruptions to day-to-day operations.

The solution: efficiency through convergence

Working with the customer to determine their needs, Bell proposed a solution that would centralize, a new IP telephony system, call centre, internet access and firewall applications at the Spinelli head office. As a wide area network (WAN) solution, IP VPN service from Bell was deployed to allow staff members to share voice and data application over a single, secure and reliable private IP-based network.

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– Normand Théorêt
Vice-President
Group Spinelli

This converged approach allowed Spinelli to simplify management of IT resources, improve staff productivity through optimized voice and data communications, and realize significant operational costs over time. It also allowed the company to establish a central call centre service to ensure consistency of service.



Normand Théorêt, Vice-President of Group Spinelli, praised the Bell team for the seamless roll out of the first phase. "Implementing the solution helped save time and money, especially in terms of equipment maintenance costs. We were also very impressed by the quality and ease of management of such a comprehensive and technologically advanced system."

"The people at Bell made installation easy," adds Théorêt. "Since we were one of the first customers in the automobile sector to have this leading-edge technology installed, we weren't really sure what to do. But the people at Bell were amazing! They sent a team to each dealership, which meant they were readily available. They gave us thorough basic training, as well as provided additional training at our request. Technological support was available even after the centralization was complete."

Bell: the IP convergence advantage

Since taking a converged approach to communications, Spinelli has realized a number of business advantages. "One of the biggest differences we've seen with IP technology is the ease of management and administration of the overall system," says Théorêt.

They have seen several improvements in their day to day operations, including:

- Improved employee efficiency – The IP voice mail system offers front-line workers more options, including better message management, improved telephone directory services, and greater flexibility. Different ring tones help to quickly identify individual phones. Receptionists are saving 15 seconds per call transfer.
- Better customer service – Faster access to data and instant call transfer capabilities between dealerships means customers can be serviced more quickly and wait times are reduced. By centralizing call centre services, Spinelli can also ensure consistent service across all dealerships.

- Improved IT management – A centralized IP system speeds network managers' responsiveness and enables remote systems management from any location. Managers also spend less time traveling to locations.
- Lower operational costs – With the solution from Bell, each dealership uses a series of different extensions instead of costly individual telephone lines. Remote management also helped Spinelli reduce the usual fees associated with telephony changes and equipment and security management costs, by eliminating duplicate equipment.

Théorêt sees significant opportunities for the business moving forward with the IP convergence solution from Bell. "This new technology has opened up possibilities and our employees are very excited to use it. We're all still learning, but we're very aware of the flexibility and innovation that IP technology can offer us."

Opportunity:

A new communications solution to improve customer service, increase employee productivity and reduce operating costs

Solution:

A converged and centralized IP voice and data solution from Bell

Results:

- Faster response times to customers
 - Centralized management of voice and data systems
 - Reduced maintenance, equipment and IT support costs
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