

# Mitsubishi garage drives forward with Ascom



## Facts & Figures

### The Customer

- Chris Variava Ltd

### The Solution

- 2 x Ascotel IntelliGate PBX systems
- Integral DECT cordless system and handsets
- Auto attendant / voicemail

### The Benefits

- Sales staff and key personnel can always be contacted when needed via DECT cordless handsets
- Customer calls can be routed automatically to appropriate departments such as service or sales
- Improved Inter-site communication with DDI's providing easy desk to desk calling

The East Midlands-based main Mitsubishi agent, Chris Variava Limited, recently expanded its business, opening a new Mitsubishi dealership in Derby and relocating its Nottingham dealership to new premises. To ensure a smooth and efficient operation, Chris Variava required new telephone systems at both sites, with the ability to network the new sites with the existing Leicester dealership.

Chris Variava identified several key requirements that it required from a new telecommunications solution:

1. Efficient inter-branch communications between staff and ability to transfer customers calls between dealerships when required.
2. Key sales and service staff to be easily tracked down wherever they are on either of the three sites in order to make and take calls.
3. Ability for its customers to get straight through to key departments and individuals.
4. A more efficient method for taking customer messages and reducing callbacks.
5. All calls, inbound or internal, to be clearly identified and handled accordingly.

Chris Variava, founder and managing director of Chris Variava Ltd says, "As a successful agent for Mitsubishi we have recently expanded the

business with two new sites, which meant looking very carefully at the way we communicate between them. Internal communication at Leicester was recognised as an issue as staff could not easily locate their colleagues, slowing down work and making it difficult for customers to get through to the right person quickly. We wanted to address these issues and ensure they never arise at the new sites."

Chris says of his decision to award Ascom the contract, "We were recommended the Ascom Ascotel IntelliGate ISDN telephone system by another car dealership, which found the DECT cordless handset solution particularly good. The Ascotel system offers an impressive range of features, is easy to use and importantly to us, Ascom also provides complete project management, training and ongoing onsite and remote support, giving us peace of mind and allowing us to get on with what we do best – selling cars!"



### Virtual Private Network using the Ascotel & ISDN network

Although Chris Variava's three sites are geographically distant from each other, the Ascotel system allows the sites to be linked using ISDN to provide a Virtual Private Network (VPN) enabling staff to contact each other desk to desk. Staff or customers can now be put through to whomever they need or dial direct, whether that person is on the Nottingham, Derby or the Leicester site, as though it were one.

### Direct Dialling and Voicemail Improves Customer Service

All key personnel including sales staff have DDI (Direct Dialling Inwards), allowing customers and colleagues to call the person or department they need directly or leave a message on their individual voicemail box. Each member of staff can dial into their own mailbox and retrieve messages and/or forward messages remotely. In addition, the Ascotel voicemail system can send a text message to a mobile when a message has been left. Chris Variava Ltd has experienced a dramatic reduction in the number of lost calls and communications between staff and customers is much more efficient.

### DECT Cordless Handsets Give Staff Flexibility and Freedom

Equipped with Ascotel Office 130 DECT cordless handsets key staff at the two new sites are contactable at all times, wherever they are on site. This has enabled customers to get through straight away rather than wait for a member of staff to call them back and with less returned calls, Chris Variava's phone bill has also been reduced. Staff productivity has increased now they have the flexibility to take calls and move around the site without coming back to a desk full of messages or a full voicemail box.

### Auto Attendant Gives a Professional First Impression

With the option of multiple outgoing messages, Ascotel's Auto Attendant ensures Chris Variava Ltd can put customers straight through to the right departments allowing the customer to be transferred as quickly as possible. The caller will always have a choice to dial the extension number required, go direct to the switchboard or press one to be put through to servicing, two to be put through to used car sales and so on.

### Full Remote and On-site Support

With AIMS (Ascotel Information Management Software) Ascotel's Service Centre is able to provide on site and full remote system and diagnostic support, including remotely programming system changes, even changing feature keys on individual DECT cordless handsets as and when required.

Chris Variava says, "The difference in our operation since the Ascotel system has been installed has been quite significant. Our internal and external communications problems have been completely eliminated and with

DECT cordless handsets, DDI and a flexible Auto Attendant, our service is even more efficient than when we had just one site. I have been very impressed with Ascotel's level of service – everyone has been very professional and helpful and the project management of the whole installation was excellent."

Tim Wells, Marketing Manager at Ascotel CSD says, "We have installed the Ascotel IntelliGate system into a number of car dealerships throughout the country and it has proved an ideal solution. Most staff need to move around a fairly large site frequently throughout the day, therefore Ascotel's DECT cordless solution and DDI ensures they are always contactable. In addition, the Ascotel solution is completely scalable, so can meet the requirements of a business both today and in the future. The system only requires upgrades to offer other features such as Computer Telephony Integration, Unified Messaging and full Voice over IP, without replacing any hardware, so protecting the businesses initial investment and ensuring the system works for the business for many years to come."

### A Summary of the Benefits

- The Ascotel system has linked three separate sites allowing staff and customers to communicate quickly and efficiently
- All key personnel at the two new sites have DDI, allowing customers and colleagues to call the person or department they need directly or leave a message on their individual voicemail box, reducing the number of lost calls and improving communications between staff and customers
- The Ascotel 130 DECT cordless handsets solution ensures key staff at the two new sites are contactable at all times, increasing staff productivity and improving customer service
- Ascotel's Auto Attendant ensures Chris Variava Ltd can automatically route customers through to the right department, member of staff or switchboard swiftly and efficiently
- The open architecture of the Ascotel system allows for future developments, including Computer Telephony Integration (CTI) and Voice over IP capability if required
- AIMS system management software allows Ascotel to enter the system remotely to provide on and off site system support if necessary

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