

CASE STUDY

INDUSTRY: CAR DEALERSHIP



“David took the time to understand our needs and choose the right solution for our business’ requirements. The most positive part of working with the The Technology Group is the personal service they offer”

- Paul Holmes, Managing Director, CMC Motors



Company profile

- CMC (Cheshunt Motor Co) are an award winning franchised dealer of new and used Hyundai and SEAT Cars.
- CMC has provided a high quality service for 25 years to over 10,000 customers across the UK.
- 30 Users.
- 1 site- indoor and outdoor workspaces.

The problem

- CMC Motors required a solution that would allow staff to move around the full site including the outside forecourt, without any loss in call connection/ coverage.
- It became necessary to introduce a more modern telecoms solution to replace their old Astra phone system, which had become unreliable and had reached its end of life.
- The car dealership needed a solution which would allow them to answer calls seamlessly in their services and parts department, showroom, and outside forecourt with equal call quality.

Private hosted solution: highlights



Upgraded to a new easy and effective solution, with brand new equipment, at no upfront cost



Carefully positioned Base Stations allow calls to be made anywhere on the site without any interruption in coverage



Call recording functions improve customer service and the accurate management of requests



Professionally recorded messages, improve caller experience



Our solution

The details



Private hosted communications

Seamless call connection

We updated CMC's old, onsite telephone system to a new private hosted solution.

We strategically positioned multiple Snom M700 Base Stations around the site to supply a consistent signal to the new handsets anywhere on the site, including the outside forecourts without any interruption to call quality.

Team members can now receive calls through their existing direct dial number to their new Cisco deskphone handset, Snom M700 cordless handset or 3CX mobile app providing seamless, integrated communications, whether they are on or off site.

“The best part of the solution is the security of having a second connection that can provide a back up to the main connection, making the system more reliable. Up to date hardware has also been a bonus, allowing us to have the latest up to date features without any extra cost to our previous system. Our monthly costs have remained the same for a better system.”

*- Paul Holmes, Managing Director,
CMC Motors*

Call handling

A smoother approach to customer service

Direct dial calls are easily recognised, making it quicker and easier to transfer and prioritise calls. Employees can also use the automatic call recording feature to re-verify any information after a call which has been especially useful in the service and parts department.

On hold messaging has created engaging content to fill any gaps within call queues and to encourage callers to stay on the line while the appropriate member of staff becomes available. It has given CMC a reliable and professional first impression and has the potential to further enhance business through supporting existing promotions and creating endless cross-marketing opportunities.

