

# CUSTOMER EXPERIENCE



## ABOUT GLYN HOPKIN

**Type:** Automotive

**Location:** England

**Configuration:** Multi-Site, IP, Computer  
Telephony Integration (CTI)

**Staff:** 140 agents

**Market size:** Over five million people in  
an area exceeding 2,500 square miles

**Website:** [www.glynhopkin.com](http://www.glynhopkin.com)

## CUSTOMER NEEDS

- The reduction of both external and inter-site call costs
- To centrally organise the overall control of the call management system and network administration
- The improvement of call handling for sales enquiries and service bookings
- To improve the effectiveness of existing advertising campaigns

*“This system has reduced our telephone operating costs by approximately £30,000 per annum. The ability to route calls through our service departments has improved our response to customers. The reseller project managed and implemented this solution in a very professional manner and I would thoroughly recommend them to any customer.”*

– Vic Hopkin, Group Projects  
Manager, Glyn Hopkin

## Glyn Hopkin is a large multi-site retailer of new and used, cars and vans, for both Nissan and Fiat

When you employ hundreds of staff across multiple sites around the country in a fast paced sales environment you need to be sure everyone can communicate easily and effectively. Drastically reducing call charges by utilising the latest technology, whilst enhancing customer service and bringing the company together, is very important in today's fast-paced business environment.

Glyn Hopkin is a large multi-site retailer of new and used, cars and vans, for both Nissan and Fiat. The company prides itself on providing its customers with total commitment and customer care from the initial sale through to after sales. The company employs approximately 300 staff over 10 dealerships throughout Essex, East London and Hertfordshire. All the sites originally had different telephone systems with no links between the sites and were all using BT standard rates for call charges.

Glyn Hopkin wanted to improve its service to its existing customers requiring motor repairs and servicing whilst at the same time improving the effectiveness of its existing advertising campaigns. Another significant requirement was to reduce overall costs of both external and inter-site calls (the latter estimated to be approximately 35% of call spend). The overall control of the call management system and network administration needed to be organised centrally. Other major factors for change included the improvement of call handling for sales enquiries and service bookings

After setting a strict criteria on deliverables Glyn Hopkin worked closely with a local leading telecommunications reseller who had no hesitation in recommending a Mitel® solution.

With a flexible Open Architecture Interface and proven IP telephony technology the chosen communications platform is perfect for any multi-site solution.



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## SOLUTION COMPONENTS

- Mitel Communications Platform
- Computer Telephony Integration (CTI) with Callview
- Call routing with Automatic Call Distribution (ACD)
- Call recording

## RESULTS

- Calling between sites is easy and the cost has been reduced to zero
- Remote workers can be integrated easily to provide out of hours call answering
- Call management provides details of billing and cost control
- The effectiveness of advertising campaigns can be measured using call management software
- Two-way recording enables monitoring of calls each site
- Auto-Attendant routes service calls efficiently without causing customer complaints
- Extensive savings in call charges have been achieved using Least Cost Routing and the system is easily administered from Head Office

## The Business Solution

Working closely with a leading reseller Glyn Hopkin installed the system with multi-site Voice Over IP links using Frame Relay. The Call Management Software, Callview, was also installed and both this and the system administration were achieved by using IP over the Frame Network. The customer was also able to have ACD with Call Routing and 2-way recording over all of the network nodes. One site was left with an existing other manufacturer small system but this was still able to connect to the main system using Voice Over IP. All other sites were connected for a fully transparent VoIP network.

Least Cost Routing was provided using Cable and Wireless and the inter-site calls were now of no cost at all. The Callview system provides daily call billing reports by site and also un-returned lost calls to improve service and advertising effectiveness. Advertised numbers are all checked daily for customer response.

## Results

The Glyn Hopkin ten site network is an ideal application for Voice Over IP networking. The solution is already proving a success in terms of results and provides the following benefits to the customer:

- Multi-site and IP telephony providing a completely transparent virtual solution. Now, making calls between sites is easy and the cost has been reduced to zero
- Remote workers can be integrated easily to provide out of hours call answering
- Call Management provides details of billing and cost control and also enables Glyn Hopkin to check the effectiveness of advertising and return lost calls
- Two Way Recording enables monitoring of each site to check that customer responsiveness is consistent over the whole group
- Auto-Attendant has routed service calls efficiently without causing customer complaints
- Extensive savings in call charges have been achieved using Least Cost Routing and the system is easily administered from Head Office

The system can be easily upgraded in the service area to add screen popping to improve customer service.

Additionally, the service and repair centres have all improved by the use of auto-attendants and there are plans to extend opening hours using remote workers as virtual extensions on ISP links as part of the main system.

"This system has reduced our telephone operating costs by approximately £30,000 per annum," said Vic Hopkin, Group Projects Manager, Glyn Hopkin.

"The ability to route calls through our service departments has improved our response to customers. The reseller project managed and implemented this solution in a very professional manner and I would thoroughly recommend them to any customer," Vic concluded.

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