

CASE STUDY



Glyn Hopkin

“This system has reduced our Telephone operating costs by approximately £30,000 per annum”

Vic Hopkin, Group Projects Manager, Glyn Hopkin



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.

CUSTOMER BACKGROUND

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 & 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.

THE BUSINESS CHALLENGE

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.
- The improvement of call handling for service bookings.

WHY INTER-TEL?

After setting a strict criteria on deliverables Glyn Hopkin worked closely with a local leading telecommunications reseller who had no hesitation in recommending the award-winning Inter-Tel Axxess system.

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

THE BUSINESS SOLUTION

Working closely with a leading Inter-Tel reseller Glyn Hopkin installed the award-winning Axxess telephony 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 a small non-Inter-Tel system but this was still able to connect to the main Axxess system using Voice Over IP. All other sites were connected for a fully transparent VOIP network.

