

## 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.



Least Cost Routing was provided using Cable & 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 unreturned 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 of customer details to improve service levels.

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. Inter-Tel's 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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