

Vauxhall garage finds top gear with Aastra



Facts & Figures

The Customer

- Marehay Garage Limited

The Solution

- Ascotel ISDN Telephone System
- Aastra Auto Attendant / Voicemail system
- Office 130 DECT cordless handsets
- AIMS system management & remote support

The Benefits

- DDI directs customers to correct department and individuals
- Voicemail efficiently takes messages and provides customised information
- Key staff can be easily contacted around the site with DECT cordless
- Clear upgrade path for future enhancements

Family-run main Vauxhall dealer, Marehay Garage Limited in Ripley near Derby, chose to upgrade its antiquated telephone and communications systems to help improve its customer service. A successful business with 68 employees and a turnover of £14 million, Marehay required a telecommunications solution that allowed it to take full advantage of the latest technology available and to offer a telephone operation that matched its total commitment to exemplary customer service.

The motor industry is an extremely competitive market, particularly from the Internet and Motormarts, which means Marehay's customer relations, has to be excellent to ensure ongoing custom and attract new long-term customers. Marehay identified several key requirements that it needed from a new telecommunications solution:-

- Ability for its customers to get through to key departments and individuals directly
- All new sales enquiry calls to be clearly identified and handled accordingly
- Key sales and service staff to be easily tracked down in order to make and take calls when working away from their desks
- A more efficient method for taking customer messages and reducing callbacks
- Consolidate the number of direct lines into the business
- Install a system that will expand and adapt to the Company's changing needs

Jackie Hunt, director at Marehay Garage says, " We are proud of our operation – as a family business we are approachable and friendly, but we have grown and felt we needed a telephone system that would help us continue to deliver our excellent customer service levels, right across our business. We also wanted a reliable and expandable system that would grow with the business. Our old system had many downfalls including no direct departmental or individual access so it was hard for our customers to be connected to the right person quickly as it used a number of direct exchange lines outside the main telephone system, which was also expensive to run."

Jackie says of Marehay's decision to award Aastra the contract, " We invited several parties to come in and demonstrate their telephone systems. The Ascotel 'IP Ready' ISDN telephone solution from Aastra offered the most comprehensive feature set. Totally scaleable, it can also be easily upgraded as and when

needed without any need to replace hardware, protecting our initial investment. In addition, Aastra provided the best advice and offered complete project management for the whole installation with ongoing remote and on-site support, which was very important to us."

ISDN Optimises Line Usage

By converting its analogue exchange lines to ISDN, Marehay has been able to optimise line usage and take full advantage of the latest network features to improve services and reduce costs. All calls, faxes, email and internet access are routed through the Ascotel system using ISDN, improving efficiency and speed and enabling Marehay to rationalise the number of different lines connected to the site, thereby significantly reducing the overall quarterly line rentals.

Auto Attendant Gives a Professional First Impression

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

Direct Dialling and Voicemail Improves Customer Service

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

DECT Cordless Handsets Give Staff Flexibility and Freedom

All Marehay's sales staff and other key personnel have been equipped with Ascotel Office 130 DECT cordless handsets so that wherever they are on site, from the showroom to servicing, they can be contacted. 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, Marehay's phone bill has been reduced. Staff productivity has also increased now they have the flexibility to take calls and move around the site at the same time without always coming back to a desk full of messages or a full voicemail box.

Caller ID for the Personal Touch

Marehay's Ascotel CLI has been set up so that all incoming calls can be identified as to who they are and from which department they are calling. All Marehay's existing customers are listed on the Ascotel's 1,000 name and number speed dial list enabling calls to be easily identified and handled appropriately by whoever takes the call.

Full Remote and On-site Support

With AIMS (Ascotel Information Management Software) Aastra'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.

Jackie Hunt at Marehay says, "I am thrilled with the Ascotel system, it offers all the features we wanted and more. I have also been very impressed with Aastra's level of service – everyone has been very professional and helpful and the project management of the whole installation was excellent. Since the installation of the Ascotel telephone system our customers have been thrilled with the efficient customer service they now receive when they call us. I just wish we had done this years ago!"

Tim Wells, Marketing Manager at Aastra Telecom says, "The Ascotel telephone system is ideal for garages such as Marehay. Features such as Auto Attendant, DDI, CLI and DECT cordless handsets ensure that all callers receive the quickest and most professional service possible."

A Summary of the Benefits

- Ascotel's flexible Auto Attendant ensures customers go through to the right department relieving the busy switchboard
- DDI allows customers and colleagues to call the person or department they need directly or leave a message on their personal voicemail
- Marehay has since experienced a dramatic reduction in the number of lost calls and communication between staff and customers is much more efficient
- Ascotel Office 130 DECT cordless handsets for sales staff and other key personnel ensure that wherever they are on site, from the showroom to servicing, they can be contacted
- The open architecture of the Ascotel system allows for future developments, including Computer Telephony Integration and Voice over IP
- AIMS system management software allows on and off site system support if necessary

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