

Case Study – Richmond Cars



The Customer

Richmond Cars started as a small single-site business and has grown to become a multi-site group. As an established dealer of Hyundai cars, they were keen to work with a Korean brand.

www.richmondhyundai.co.uk



The Challenge

Richmond Cars faced a number of challenges in regards to their communications:

- Site-to-site traffic and incoming calls were increasing - needed to understand this to manage accordingly without just increasing headcount
- Centralise customer support
- Improve outbound call efficiency and focus
- Really understanding call traffic and customer demand and service levels – were more staff needed?
- Focus on customer service is imperative - reputation depends on excellent customer relationships
- As they grow and add additional sites, their comms system also needed to scale
- Wanted to drive revenue generating services through outbound calling



One of the greatest benefits of having the Ericsson-LG system is that it connects all my dealerships together.

Michael Nobes, Managing Director, Richmond Cars



The Solution

- iPECS platforms in each office site with IP networking linking each site and delivering integrated directory and feature transparency across all sites
- iPECS IP 8000 Series E handsets for key users across all sites and remote locations
- iPECS DECT and WiFi handsets for mobile users

Great return on investment in four key areas: Communication costs savings, Customer satisfaction increase, Efficient resource use, Increased revenues.



Key Features

- iPECS platforms in each office site
- IP 8000 Series E handsets
- DECT and Wifi handsets
- Click to dial
- Call management
- iPECS Communicator smartphone app