


# iPECS Mobility Solution for In and Out of Office

**iPECS**  
Your Communications Solution

 100 – 300 Ext. |

 Corporate |

 iPECS-LIK |



Richmond Cars



## About the client

Richmond Cars started as a small single-site business and has grown to become a multisite group.

As an established dealer of Hyundai cars, they were keen to work with a Korean brand.

[www.richmondmotorgroup.com](http://www.richmondmotorgroup.com)

## Summary

iPECS enabled Richmond Cars, a multi-site car dealership, to better understand their business communications, to scale their communications in line with their business growth and to continue to deliver the excellent customer service they are known for.

## Challenge

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

- Site-to-site traffic and incoming calls were increasing, and Richmond needed to understand this in order to manage their response accordingly without just increasing headcount.
- Centralize customer support.
- Improve outbound call efficiency and focus.
- Really understand call traffic and customer demand and service levels – did they really need more staff?
- Focus on customer service is imperative – Richmond's reputation depends on excellent customer relationships.
- As they grow and add additional sites, their communications system also needs to scale.
- Drive revenue generating services through outbound calling.

## Products

### System

- iPECS-LIK

### Terminal

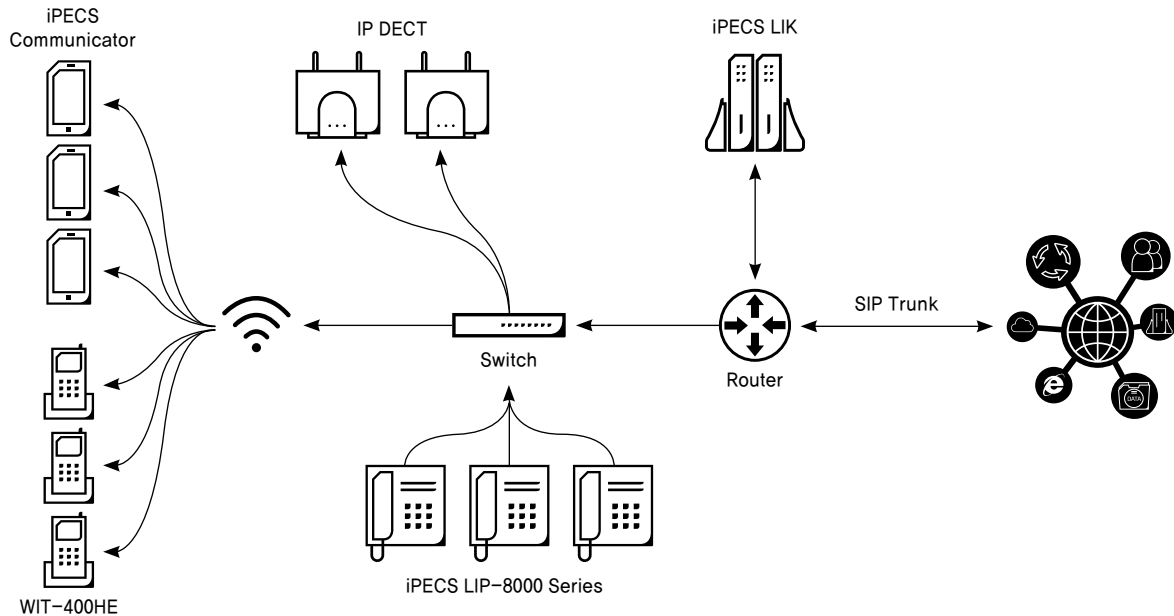
- IP8800E Series
- IP DECT
- WIT-400HE

### Application

- iPECS Communicator for Mobile
- Click to Dial
- Call management



## Improving ROI through Better Understanding



### Solution

iPECS-LIK platforms were deployed in each office with IP networking linking each site and delivering integrated directory and feature transparency across the business. iPECS IP8800E Series handsets were provided for key users across all of the sites and remote locations. IP DECT and Wi-Fi handsets enable mobile members of the business, such as the Sales team, to stay connected wherever they are on-site.

### Benefits

The iPECS solution delivered a great return on investment for Richmond Cars in four key areas:

- Communication costs savings – Through centralizing their customer support Richmond Cars were able to reduce spend, and they can now utilize call reporting to track their call usage and work out where additional costs can be saved.
- Customer satisfaction increase – The ability to provide faster response times and better customer access to the right member of staff has helped Richmond to improve upon their customer service.
- Efficient resource use – By monitoring call traffic Richmond were able to ensure more staff are available during busy times, without needing to hire more employees.
- Increased revenues – Better call management has lead to a reduction in the number of customer calls that are missed. Equipping the team with the best communications device for their needs has lead to greater customer relationships and an increase in repeat business.

Having a greater understanding of their business communications has empowered Richmond Cars to provide a better service to customers and a better working environment for staff.