

Total Cloud Users  
30+

Market segment  
Automotive Parts

iPECS Cloud  
iPECS ONE

Ginho

## Ginho



Ginho are a multinational automotive company that has seen recent significant growth to 1,600 employees globally. Since the company expanded from their initial base in China, they have sought to modernise their telecommunications solution to make communication between offices and clients easy.

## Summary

Ginho are a multinational automotive company founded in 2003, specialising in precision casting for the automotive sector. They have offices in China, Germany, America and a UK office based in Staffordshire. The company previously struggled with a disjointed communications infrastructure. With an Ericsson-LG iPECS Cloud system in place, all members of staff could communicate more effectively internally, while keeping call charges low. The implementation of iPECS ONE has allowed Ginho's UK staff to work from home as effectively as they would in the office.

## Technical Solution

- iPECS ONE
- iPECS Cloud
- iPECS Cloud Mobile
- CRM Integration
- iPECS 1040i handsets x16

## The challenge

- Bring the whole company's communication infrastructure under one roof
- Reduce call charges while improving internal communications
- Introduce a scalable communications system that grows alongside the business
- Introduce the ability for staff in the UK to work remotely
- Facilitate easier international calls with Ginho's satellite office in Germany

## iPECS Cloud has streamlined internal communications

### The Solution

- iPECS Cloud
- iPECS ONE – Allows for working from home and CRM integration with essential finance software
- iPECS Cloud Mobile – Allow staff to effectively handle calls from any location
- iPECS 1040i handsets



### Benefit/ Future

**Improved customer service** – The new iPECS solution from Ericsson-LG has allowed customers to contact the right users and departments within the business in a much more efficient way. Call quality has improved thanks to iPECS ONE's CRM integration while charges have reduced due to the cloud system.

**Supporting growth** – The iPECS solution will allow Ginho to facilitate the continued expansion of their business. The team are looking to move into a new dedicated site and the scalability and ease of deployment of iPECS Cloud systems will make this a far smoother process for the team.

**Improved flexibility** – Remote working was implemented due to the flexibility of iPECS ONE. There was no loss in communication quality for staff looking to work from home. Remote handsets also allowed for better communication abroad with Ginho's German satellite office.