

# Glow your business with iPECS Cloud

## About the client

Ginho is a multinational automotive company that has seen recent significant growth to 1,600 employees globally. The company formed in 2003 supplying products into the tier one sector of automotives. Since the company expanded from their initial base in China, they have sought to modernize their telecommunications solution to make communication between offices and clients easy.

## Summary

Ginho has been growing significantly in the last 7–8 years to around 1600 employees globally. 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 Enterprise’s iPECS Cloud in place, all members of staff could communicate more effectively internally, while keeping call charges low. The implementation of iPECS ONE, WebRTC based unified communication application allowed Ginho’s UK staff to work from home as effectively as the would in the office.

## 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 the work remotely
- Facilitate easier international calls with Ginho’s satellite office in Germany

## Product

### Platform

- iPECS Cloud

### Terminal

- iPECS 1000i

### Application

- iPECS ONE with CRM integration



Under 100 Ext.



Corporate



iPECS Cloud



Ginho

Value in everything

**Ginho**

"As we've grown the company, the expectation of what we offer from our customers is that we had to step our communication levels up to make sure that we can maintain that level of connectivity. The iPECS Solutions really helped us to provide that."

– European Managing Director for the Ginho Group

## Solution

- iPECS Cloud enables the customer to enjoy flexible scalability and robust features.
- iPECS ONE, all-in-one UC & Collaboration app were deployed for seamless collaboration from anywhere, at anytime.
- Expanded service capability through tight integration between iPECS ONE and CRM solution.
- iPECS 1040i series desktop phones were deployed for employees.

## Benefits

- **Improved customer service** – The iPECS solution from Ericsson-LG Enterprise has allowed customers to contact the right user and department 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 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.