

# TOSHIBA

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## Paddock Chevrolet's Communication Is Zooming Along, Thanks to Toshiba's IPedge Business Telephone System

### Toshiba Success Story

#### About Paddock Chevrolet

For more than 77 years, Paddock Chevrolet ([www.PaddockChevrolet.com](http://www.PaddockChevrolet.com)) has been delivering quality Chevrolet vehicles to Western New York and beyond. Conveniently located north of Buffalo in the heart of Kenmore, New York, Paddock Chevrolet proudly serves Buffalo and Western New York Chevrolet customers with the largest selection of vehicles in the area.

In fact, Paddock Chevrolet has been the largest passenger sales volume Chevrolet dealer in the nation for nine of the last 10 years. The dealership attributes its success to having more cars than any other dealer in the nation, with the best selection, the best service and the best deals. This success has empowered Paddock Chevrolet to give back to its community by supporting nearly 40 local charities.

#### THE CHALLENGE

#### Improve Customer Communication and Reduce Costs

Jeff Payne, CFO for Paddock Chevrolet, specified the dealership's communications objectives, which include:

- *Improving communication with the dealership's existing and potential customers;*
- *Creating a feature-rich contact center with call reporting, call recording and call management applications to improve customer, agent and manager experiences;*
- *Providing Unified Messaging to deliver email, voice and fax messages to a single inbox;*
- *Enabling the IT team to handle some of its own system administration to save time and money; and*
- *Providing a reliable business telephone system that is affordable while delivering cutting-edge technology features with a fast return on investment.*

Tony Corigliano, vice president of Authorized Toshiba Dealer AT Technology Inc. based in Tonawanda, New York, recommended Toshiba's IPedge® IP business telephone system. "We recommended IPedge because we knew it would exceed Paddock Chevrolet's objectives," he said.

#### Industry: Automotive & Transportation

#### Major Accomplishments:

Toshiba's IPedge IP business telephone system has met Paddock Chevrolet's communications objectives, which include:

- *Delivering a robust contact center solution that provides agents and supervisors with fully featured call management, reporting and recording software*
- *Providing reliable IP telephony that supports 11,000 calls per month*
- *Saving time with Unified Messaging for one inbox for all messages*
- *Enabling the IT team to remotely self-administrate the system*
- *Delivering an affordable system with a fast return on investment*



At left, Tony Corigliano of AT Technology, with Duane Paddock and Jeff Payne, both of Paddock Chevrolet, worked to deliver Toshiba's IPedge business telephone system, which helps the car dealership save more than \$20,000 per year.

## THE SOLUTION

### Toshiba's IPedge Delivers Affordable, Reliable IP Telephony

Installed and serviced by AT Technology Inc., Paddock Chevrolet's new business telephone solution consists of:

- One IPedge EC system to cover four buildings across several city blocks;
- 100 Toshiba IP5000 series IP telephones;
- Plantronics headsets for contact center agents;
- Toshiba's Call Manager™ unified communications solution;
- Toshiba Automatic Call Distribution (ACD) applications, which include TASKE reporting and OAISYS Tracer call recording;
- Unified Messaging, delivering a single inbox for email, voice and fax messages; and
- Enterprise Manager for simple, browser-based administration and remote management.

#### Result #1: Robust Contact Center With Unified Communications

Paddock Chevrolet has a contact center with one manager, Christine Gambacorta, who manages two queues (inbound sales and service) with approximately 20 agents. All incoming calls are answered live during business hours. Toshiba's Call Manager unified communications solution provides customer information and allows agents to instant message with their team leaders

and manager for support while they are on calls. It also enables Gambacorta to see real-time scrolling ACD data, such as the number of agents on calls, the number of calls in the queue, and agents who may need help. The TASKE contact center reporting solution enables her to quickly and easily run reports for analysis to determine best staffing plans and identify areas for improvement. OAISYS Tracer call recording allows Gambacorta to listen to live and recorded calls for training and best practices.

#### Result #2: Affordable, Richly Featured System Improves Communication

Toshiba's IPedge met Paddock Chevrolet's requirement for an affordable, richly featured business telephone system that helped improve communication both internally and externally. Unified Messaging helps users stay connected with all email, voice mail and faxes coming into a single inbox.

#### Result #3: Enterprise Manager for Browser-based, Remote Administration

With Toshiba's browser-based Enterprise Manager, the IT manager can remotely make moves, adds, changes and global updates to all the IP telephones on the system quickly and easily.

## BOTTOM LINE

### Toshiba's IPedge Improves Communication While Delivering Significant Savings

Toshiba's IPedge IP business telephone system exceeded Paddock Chevrolet's communications objectives, including greatly improving customer communication via its contact center while delivering a savings of more than \$20,000 per year by replacing a poorly performing hosted system.

Bottom-line benefits include:

- Smooth handling of 11,000 calls per month;
- Robust contact center solutions that have improved customer service agent staffing and the ability to track advertising successes;
- Time savings with unified messaging capabilities;
- Ability to add IP telephones and systems as the dealership continues to grow; and
- More than \$20,000 in cost savings each year.



Christine Gambacorta, contact center manager, utilizes Toshiba's Call Manager UC solution, along with TASKE reporting and Tracer call recording solutions, to maximize the efforts of Paddock Chevrolet's 20 agents.

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