



## ASCOM'S MOBILITY SOLUTION BRINGS CUSTOMERS BACK TO BILL CURRIE FORD IMPROVING PRODUCTIVITY AND CUSTOMER SERVICE

### Benefits

Increases parts sales by reducing wait times and missed calls to key personnel.

Supports a high standard of customer care by increasing direct availability of service staff to customers.

Reduces cost by displacing cell phones and integrating with existing telephone system.

Improves dealership environment by reducing noise from overhead paging.

A Mercedes-Benz is not your average automobile, and those who own and drive them understand this; they appreciate and expect a high level of quality not only from the cars, but also from the dealerships that sell and service them. With a new-model price tag that can average from \$50,000 to \$96,000 for a new Mercedes, customers have made a significant investment in the high performance and luxury represented by these superbly engineered automobiles. It is not surprising that they would also expect top-level customer service when it comes to their automobile.

### Customers expect direct communication

Leith Mercedes-Benz of Cary, North Carolina prides themselves on their attention to providing above-average attention and care to their customers' needs in every department. In order to uphold their stellar reputation in the marketplace, the service department at Leith Mercedes-Benz of Cary has included the Ascom Freetset DCT1900 on-site wireless communication system with DT620 handsets as part of their continued effort to maintain the highest level of customer satisfaction and continued success for the dealership.

Freetset DCT1900, the on-site wireless communication system from Ascom, is a unique digital wireless telephone system that can be connected to a dealership's existing telephone system. Freetset DCT1900 delivers communications to mobile employees dealership-wide, anywhere from the showroom floor to the service bays to the parking lots. The Freetset system allows personnel to make and receive calls as if they were using their desk phone, which increases productivity and communication.

One of the primary objectives for the service managers and service advisors at Leith Mercedes-Benz of Cary is to be consistently available to their customers at all times. It is commonly necessary for service advisors and managers to be away from their desk or designated areas throughout the day to move vehicles on the lot, speak to customers on the premises or to consult with technicians in the shop. "When a customer calls the service department, they expect to speak directly to a service advisor for immediate answers to questions and status reports about their vehicle. They don't want to be put into voice mail."

With the Ascom Freetset DCT1900 system in use for the Leith Mercedes-Benz of Cary service department, key personnel remain available to customers wherever they are in the building or on the grounds. "When a customer calls the service department, they expect to speak directly to a service advisor for immediate answers to questions and status reports about their vehicle. They don't want to be put into voice mail," said Brad Stewart, Assistant Service Manager. With the Ascom Freetset system and DT620 portable phones, "they have a voice to speak to when they call, versus a machine. We don't have voicemail in the service department, so we rely solely on the Freetset phones and text messages to have direct contact with the client."

### Immediate availability results in sales

For Freddie Valentine, Wholesale Specialist at Leith Mercedes-Benz of Cary, the Ascom Freetset DCT1900 system is key to securing parts sales that otherwise could potentially be lost to competing dealerships. "I can't be at a desk all day, and it's very important that I am in contact with these customers", said Valentine. Commission-based parts sales to body shops, other dealers and repair facilities depend on immediate fulfillment and availability. Because staff is required to pull parts inventory from shelves in a separate area, having the Ascom DT620 portable phone on their hip ensures they can continue to receive calls for additional orders no matter where they are in the building. "If we have to depend on someone writing down a message, then take the chance that we don't get that piece of paper, that is a lost sale.

That customer has already called elsewhere," said Valentine. In addition, a customer who is angry about not having a call returned is unlikely to call again. "They want service right away." Customers do not appreciate being put on hold, or being told by the operator that a service representative is unavailable, or that his line is busy.

When asked if the Ascom Freetset DCT1900 system and DT620 portable phones contributed significantly to increased revenue for Leith Mercedes-Benz parts department, Valentine responded "Definitely. These are demanding customers, and if we are not in contact then and there, they are gone, and they are calling other dealerships. We get the sale because we are right there to help them when they need us."

### Maintaining high standards, lowering costs

The high standards for quality at Leith Mercedes-Benz of Cary is maintained and enhanced by many factors. The appearance and atmosphere throughout the dealership is one of polished professionalism and relaxed elegance with top-notch presentation. When a customer enters the service area, they may not even be aware that there is almost no overhead paging. The occurrence of irritating or distracting pages over the intercom in the service area is significantly reduced due to the Ascom Freetset DCT1900 system, because the operator can transfer incoming calls directly to service personnel, who are not always able to remain in their designated areas, to their DT620 portable phones.

According to Marty Hay, Service Manager, the Ascom phones have also contributed to the bottom line via cost-savings on additional cell phone service for Leith service personnel. The Ascom Freetset DCT1900 system works with their existing telephone system and enables all the functionality of a desk phone, such as transferring internal calls, making conference calls, handling multiple calls, and directly paging personnel. Because of this, the need for cell phones for the service department is significantly reduced, and so are costs, which contributes to the bottom line for the dealership.