



# Customer Profile: Lee Imported Cars

*TeleVantage Helps Auto Dealership Increase Revenue, Improve Productivity and Enhance Customer Service*

Lee Imported Cars began in 1963 as a small Volvo dealership located in Wellesley, Massachusetts. The world-famous per-

## Problem

- Lee Imported Cars was unable to manage heavy call volumes, which was having a negative impact on customer and employee satisfaction.
- Low call completion rates translated to lost revenue opportunities for the dealership.
- Calls within the multi-dealership complex were difficult to route and follow through, resulting in misdirected calls and lost business.

formance, design and safety of the cars it sold were only part of the reason for the rapid growth of this family-owned business. The family's formula for success also included a hassle-free buying experience combined with quality service, convenience, and true professionalism beginning with a customer's very first contact with the dealership. Over the years, the Lee family added the Jaguar brand and a variety of pre-owned luxury automobiles to the dealership, and continued to renew their commitment to providing a positive buying and service experience for all of its customers.

## Solution

- Lee Imported Cars chose TeleVantage, a software-based telephone system, to efficiently handle the heavy incoming call volume and improve communications.
- Analyzing their call logs and reports, the dealership was able to sufficiently apply resources during peak business hours.
- The phone system's intuitive graphical user interface made call routing and tracking easy, eliminating lost or misdirected calls and delivering a higher degree of professionalism.

However, with the success and expansion of the dealership, Lee Imported Cars began to face the challenge of how to efficiently handle a dramatically increasing number of incoming phone calls. With over 90 sales and service professionals spread over the dealership's campus-like setting, calls were being lost or misdirected. It was becoming apparent that their existing telephone system was not capable of keeping pace with the company's growth, and both revenues and customer satisfaction were suffering.

## Result

- With TeleVantage, Lee Imported Cars has been able to improve employee productivity, enhance customer service and increase revenues.
- Call completion rates have risen from 20% to 80%, improving the dealership's approval rating.
- TeleVantage has bolstered the dealership's reputation for delivering superior customer service, creating more sales opportunities.

### **TeleVantage: a Cost-Effective Solution Packed with Advanced Features**

Andy Rafter, Lee Imported Cars' business development manager, was becoming increasingly aware of the logjam of calls that occurred during peak business hours and the stress it was causing the employees. Rafter realized that the existing phone system could not handle the daily volume of almost a thousand incoming calls. He knew that lost or misdirected calls were resulting in lost revenues and low levels of customer satisfaction. These issues, coupled with the dealership's expansion and manufacturer directives for improving customer service, led Rafter to research alternative systems. For the solution, he chose Artisoft's TeleVantage, a software-based telephone system with the tools needed to analyze and satisfy Lee Imported Cars' communication needs.



### TeleVantage Increases Productivity

The benefits achieved with TeleVantage were immediately noticeable. The first of many advanced capabilities to be utilized was the call log, allowing Rafter to monitor call load patterns by day and time. With this information in hand, he was able to adjust employee schedules and responsibilities to more effectively meet customer demand. "Using the standard call reports of TeleVantage, we easily uncovered problems and immediately changed the way we handled and allocated calls and responsibility across the organization," says Rafter. This immediately improved sales department responsiveness and enabled service writers to concentrate on the pressing needs of customers. "When you combine the insight we have gained from the call data with the system's flexibility, it is evident that TeleVantage has had a huge impact on our business," states Rafter.

### Customer Satisfaction delivers Competitive Advantage

In a business where customer service is a key differentiator, Lee Imported Cars now has that something extra. "TeleVantage help us to deliver first-class customer service, fostering positive word-of-mouth references which leads to more sales," says Rafter. In addition, as a factory-sponsored dealership, there is a direct link between customer satisfaction and financial success. Cash incentives are paid quarterly, based on a dealer's approval rating among its sales and service customers. The effect that TeleVantage has had on the dealership's approval rating is apparent as critical first-time call completion has skyrocketed from 20% to 80%, resulting in higher rates of customer satisfaction and improved service department efficiency.

The phone system's graphical user interface enables the dealership to visually manage all calls, providing another tool that improves customer service. With TeleVantage, the staff can easily transfer or conference calls, access voice mail and customize call rules, and seamlessly forward important sales calls to their cell phones — all

with a simple point-and-click. This has enabled Lee Imported Cars to dramatically reduce the amount of lost or misdirected calls, improve customer service and shorten the sales cycle.

### Cost savings, plus ongoing benefits

Because TeleVantage works with virtually any telephone handset, the dealership was able to continue using its existing analog phones in the service bays and customer convenience areas. This saved Lee Imported Cars over \$2000 in new handset costs alone.

Rafter is part of a group of business development professionals at Lee Imported Cars who have begun to systematically improve the workflow across all facets of the dealership. They are using TeleVantage as a powerful tool to communicate with customers, and to gain valuable insight into the workings of the business, making improvements where necessary. Their next project involves using the supervisor and call recording features to help train new sales associates. Each new associate will be paired with a seasoned associate who will monitor their calls in order to provide guidance and assistance. Calls will also be recorded so that the new associates' telephone techniques may be analyzed and critiqued by a sales manager. This is expected to reduce the learning curve for a new sales associate by 25% to 50%.

The dealership is just beginning to take advantage of the many features and benefits that TeleVantage has to offer. Extremely pleased with the phone system's success to date, Lee Imported Cars is confident of the positive impact that TeleVantage will have on future business.

"With TeleVantage, we got exactly what we had hoped for — not just a great phone system, but a system that allowed us to see where we were falling short. Once we understood our phone problems, it was easy for us to implement changes with TeleVantage. We have been able to attack problems and make our business better," says Rafter.

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*Andy Rafter  
Business Development  
Manager  
Lee Imported Cars*



Vertical, Inc.  
5 Cambridge Center  
Cambridge, MA 02142  
800-914-9985  
www.vertical.com