

SAMSUNG

Success Story



Auto Dealer's Shift to Samsung OfficeServ™ Telephony Solution is a Smooth Ride

BUSINESS CHALLENGE

A fixture in Virginia for more than 90 years, Richmond Ford Lincoln Mercury has built a solid customer service reputation by ensuring every call gets the prompt attention it deserves. So when lightning struck and crippled its phone system late one evening, the dealership knew a lightning-fast solution was required. With parts for the damaged system no longer being manufactured, Richmond Ford charged long-time communications partner NTouchTel.com—an authorized Samsung dealer—with devising an affordable, versatile solution that could quickly get the dealership back up and running. NTouchTel.com identified several objectives for the new system, including:

- Ensure staff accessibility and reachability from all areas within the dealership
- Eliminate an outdated, distracting paging system
- Prevent unanswered or lost/dropped customer calls
- Simplify the before- and after-hours call coverage system and reduce reliance on operators
- Improve contact and call tracking, monitoring and management capabilities
- Enhance security of financial information/authorizations communicated via fax or over the phone
- Add versatility to all internal communications and training functions while keeping costs in line

SOLUTION

NTouchTel.com co-founder David Nuckols and his team of technicians determined the feature-rich, affordable Samsung OfficeServ™ 7400 platform was the perfect fit for Richmond Ford. The NTouchTel.com team—known for getting the most from Samsung's OfficeServ platforms—also added more than 125 digital phones with one-touch button keys, 30-plus fax machines, and installed several important features that met Richmond Ford's needs. Other system features include:

- Samsung's Mobile Extension function seamlessly transfers operator calls to staff cell phones
- DID numbers enable callers to directly reach their intended parties
- Resourceful hunt groups allow user access in multiple departmental groupings
- OfficeServ Call offers PC-based contact tracking and scheduling, on-screen dialing from Microsoft Outlook® contacts and digital telephone programming
- An Email Gateway provides the Parts Department and office staff with fax-to-email capability for receiving orders and other sensitive documents
- Call Recording allows capture of important financial and pick-up authorizations as well as sales staff pitches and customer discussions
- Call Monitoring features permit managers to oversee and participate in all calls

QUOTE

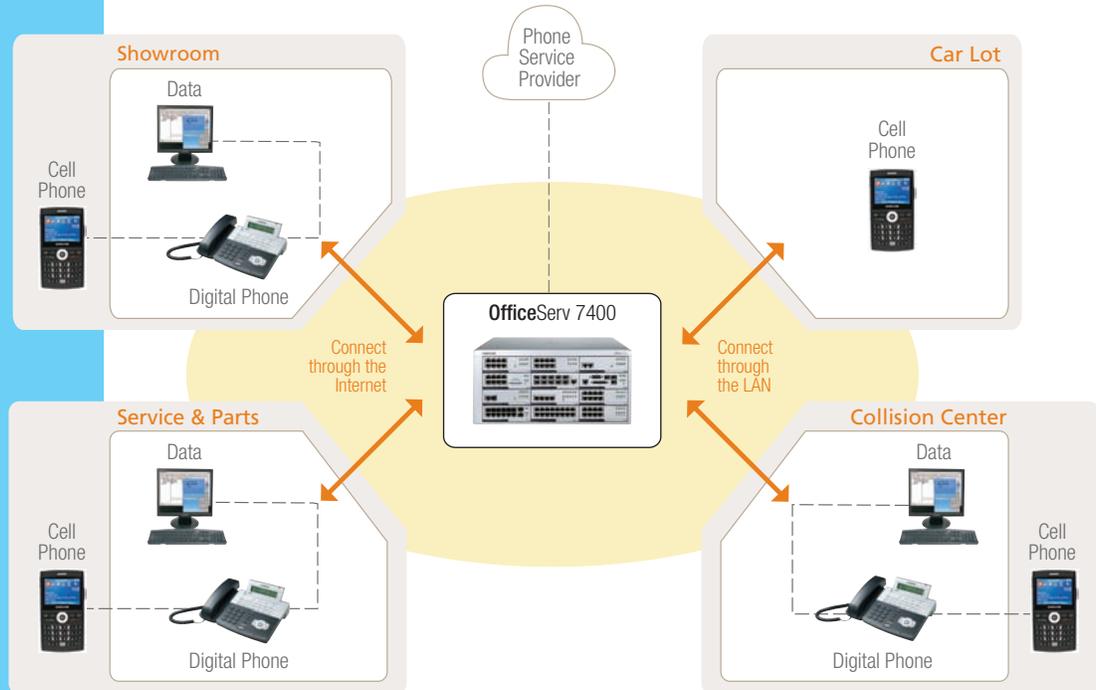
"Richmond Ford has always been committed to providing optimal customer service. With our new Samsung OfficeServ™ system, attaining this level of service and customer responsiveness is now much simpler. The system has given us way more than we could have possibly expected."

Betty Stanely
Controller

ABOUT

Richmond Ford Lincoln Mercury, Virginia's first dealership, has been serving the Richmond area for over 90 years. Its continued success is the result of a simple philosophy of providing exceptional service during and after the sale. It is the only local dealer to win the Ford President's Award for outstanding sales and service year after year.

SAMSUNG



▲
The installation of a Samsung OfficeServ™ 7400 has reduced administrative costs and enhanced operational efficiencies while providing new customer-service capabilities.

RESULTS

Within hours of condemning the existing system, the NTouchTel.com team had Richmond Ford back on the road with a highly functional Samsung OfficeServ 7400 platform. The new system has helped Richmond Ford reduce administrative costs and enhance operational efficiencies while providing new customer-service capabilities. Among the numerous benefits Richmond Ford has realized are the following:

- Increased staff accessibility - Samsung's Follow Me feature and DID numbers have made staff more readily reachable while eliminating the need for an inefficient paging system and worries over lost/unanswered calls
- Reduced staffing costs/added conveniences - Well-executed hunt groups enable the service cashier to conveniently handle before- and after-hours calls normally received by an operator—dramatically cutting hourly employee costs
- Streamlined business operations - OfficeServ Call cost-effectively allows users to more easily and efficiently manage calls
- Expedited parts fulfillment - An Email Gateway enables the Parts Department to get email faxes of orders
- Improved security - Call Record allows for retention of verbal pick-up authorizations and credit card charges while the Email Gateway keeps sensitive documents such as credit reports and financial disclosures private
- Enhanced training - Call Record and Call Monitoring serve as important sales training tools for supervisors as well as staff

FUTURE BENEFITS

“If Richmond Ford decides to extend functionality within a local center, versatile Samsung OfficeServ™ platforms can be easily tied together to ensure consistent and efficient communication between all buildings. And when new remote sites are opened, the system can be simply expanded with IP or even softphones,” said David Nuckols, Co-founder, NTouchTel.com.