

Mitsubishi garage drives forward with IntelliGate



Facts & Figures

The Customer

– Chris Variava Ltd

The Solution

– 2 x Ascotel IntelliGate PBX systems
– Integral DECT cordless system and handsets
– Auto attendant / voicemail

The Benefits

– Sales staff and key personnel can always be contacted when needed via DECT cordless handsets
– Customer calls can be routed automatically to appropriate departments such as service or sales
– Improved Inter-site communication with DDI's providing easy desk to desk calling

The East Midlands-based main Mitsubishi agent, Chris Variava Limited, recently expanded its business, opening a new Mitsubishi dealership in Derby and relocating its Nottingham dealership to new premises. To ensure a smooth and efficient operation, Chris Variava required new telephone systems at both sites, with the ability to network the new sites with the existing Leicester dealership. Chris Variava Ltd. looked at Ascom (now Aastra Telecom UK) to provide the appropriate solution.

Chris Variava identified several key requirements that it required from a new telecommunications solution:

1. Efficient inter-branch communications between staff and ability to transfer customer calls between dealerships when required.
2. Key sales and service staff to be easily tracked down wherever they are on either of the three sites in order to make and take calls.
3. Ability for its customers to get straight through to key departments and individuals.
4. A more efficient method for taking customer messages and reducing callbacks.
5. All calls, inbound or internal, to be clearly identified and handled accordingly.

Chris Variava, founder and managing director of Chris Variava Ltd says, "As a successful agent for Mitsubishi we have recently expanded the

business with two new sites, which meant looking very carefully at the way we communicate between them. Internal communication at Leicester was recognised as an issue as staff could not easily locate their colleagues, slowing down work and making it difficult for customers to get through to the right person quickly. We wanted to address these issues and ensure they never arise at the new sites."

Chris says of his decision to award Aastra the contract, "We were recommended the Ascotel IntelliGate ISDN telephone system by another car dealership, which found the DECT cordless handset solution particularly good. The Ascotel system offers an impressive range of features, is easy to use and importantly to us, Aastra Telecom also provides complete project management, training and ongoing onsite and remote support, giving us peace of mind and allowing us to get on with what we do best – selling cars!"

