



CHESAPEAKE TELEPHONE SYSTEMS

customer experience

“Our new wireless network lets our people keep moving and stay in touch with our customers. Mobility has made a huge impact on how we work. Thanks Chesapeake!”

Tareq Ibrahim

Assistant Director, IT
Russel Automotive Group

RUSSEL TOYOTA



Under the hood

The multi-site campus of Baltimore-based Russel Automotive Group offers vehicles from six dealerships. When the need arose to improve customer response at its busy Toyota dealership, Russel turned to its trusted technology partner – Chesapeake.

Tuning up

Several years ago, Chesapeake had replaced Russel’s standalone phone systems with a unified voice network – connecting all of the dealerships’ 400 phones with a Mitel IP-enabled phone system. Better communications meant more success and more opportunities. Busy staff found themselves looking for new ways to be on the move and stay in touch with their customers throughout Russel’s sprawling dealerships. It was determined that Russel needed another tune-up of its communication infrastructure. Chesapeake replaced an aging standalone voice processor with Mitel’s unified messaging solution, and designed a wireless voice network to support Russel’s especially busy Toyota dealership.

Riding on air

Chesapeake set up 80 wireless IP phones for the Toyota team. The wireless phones enable sales staff to leave their desks without missing incoming customer calls. Now service writers can meet with mechanics and provide real-time updates to customers about repair status. Salespeople can accompany potential buyers on the lot without missing a call. Managers are free to track down information anywhere and still be within easy reach.

Extra mileage

Mobile users benefit from caller ID, name display, message waiting indication, multiple line appearances, and other advanced features. The impact of wireless IP is clear: calls are handled promptly and customers get the attention they expect. The addition of wireless IP has extended the reach of Russel’s communications network, improved the overall performance of the Toyota team, and delighted customers.

AT-A-Glance

Customer

- Automotive Retailer
- Toyota Dealership
- Baltimore, MD

Solutions

- Mitel wireless call controller
- WiFi network
- 80 Wireless IP phones
- Mitel unified voice processing

Key Benefits

- Extended network reach
- More flexible communications
- Improved call handling
- Enhanced team effectiveness
- Satisfied customers

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