



CHESAPEAKE TELEPHONE SYSTEMS

customer experience

“Chesapeake helped us improve our communications and save a lot of money.”

— **Jim Branson**
President
Russel Automotive Group

“Chesapeake understood our business problem, knew what we needed to do, and knew how to get us there. They’ve been a great business partner.”

— **Tareq Ibrahim**
Assistant Director, IT
Russel Automotive Group



RUSSEL AUTOMOTIVE GROUP

Putting drivers on the road

Russel Automotive Group operates 6 successful dealerships from a large campus in Baltimore where it offers vehicles from BMW, Mazda, Scion, Subaru, Toyota and Volkswagen. Each dealership has its own parts and service department. Collision repair and body work are handled 15 miles away at Russel’s Caton Avenue service campus.

Fully loaded

Russel wanted to improve customer service, but struggled with separate phone systems in each dealership. Customers could not be transferred if they dialed the wrong dealer and staff had no internal dialing plan between locations, resulting in high local phone bills. To overcome these limitations, Chesapeake installed a single unified phone system for the dealerships – a multi-node Mitel SX-200 IP-enabled PBX that connects over 400 phones. To connect the sites’ voice and data networks, CTS provided a fiber backbone between all the buildings. A T1 between the dealership campus and the remote collision repair center is also being used for voice and data, linking the repair center’s Mitel SX-200 IP-enabled PBX with the main campus. To reduce network expenses, Chesapeake consolidated all the local phone lines to 2 Verizon ISDN PRIs. And to protect the new phone system from power outages, a battery backup system works behind the scenes.

A smooth ride

Now all dealer staff can reach each other using a 4-digit extension without paying for a local call, while customers calling any location can be easily transferred to the dealership they want to reach. An integrated, campus-wide paging system is now used to locate staff throughout the complex, and a centralized voice processor from Active Voice acts as an automated attendant and handles voice mail for all Russel locations.

Cruise control

Chesapeake arranged to have Russel’s system administrator assume full control of its new communication system, enrolling him in Mitel’s technical training program. Now Russel can take care of all moves, adds and changes from a web-based management tool, without the extra expense of vendor technicians being sent out. The new communications network enables Russel Automotive Group to keep its customers, people and departments well connected – and well positioned for future expansion.

AT-A-Glance

Customer

- Automotive Dealership

Solutions

- 2 Mitel SX-200 IP-enabled phone systems
- 400+ phones
- 2 Verizon ISDN PRIs for voice
- Verizon Point-to-Point T1
- Active Voice Centralized Messaging Platform
- Integrated campus-wide paging system

Key Benefits

- Better customer support
- Improved internal communication
- Cost savings on local calls
- Administrative control
- Well positioned for growth

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