

Strata CIX VoIP Business Communication System

Toshiba Strata CIX Delivers a Powerful Performance at Circle BMW



From left, Tim Kehoe, Charles Doherty, Mike Doherty, Skip Westbrook Sherry McWatter, Mac McGrath, Diane Hansen, Scott Weiss, Dave Reinhold, and Jack Devaney, the team responsible for Circle BMW's Toshiba VoIP solution.



Dave Reinhold of Circle BMW uses his Toshiba softphone with headset to take his calls wirelessly anywhere at the dealership.



Together, Tim Kehoe and Charles Doherty of ATC Voice & Data on each side of Dave Reinhold of Circle BMW, created a powerful mobile Toshiba VoIP solution.

One of the top BMW automotive dealerships in North America, Circle BMW, based in Eatontown, N.J., receives the highest marks possible from its customers due to its exceptional customer service. Circle BMW goes the extra mile to exceed customers' expectations including sending text-messages to customers when their cars are ready for pick-up after servicing and other personalized services.

"Using technology where it makes sense makes our customers happy," said Steven Rudkin, general manager of Circle BMW.

When Circle BMW moved to its new, state-of-the-art facility, it wanted to maximize its communication system using the latest in VoIP technology. It turned to ATC Voice/Data Inc. of Atlantic Highlands, N.J., an Authorized Toshiba Dealer that has been serving Circle BMW for more than 15 years.

Mission: Technologically Advanced Communications With a Personal Touch

"BMW buyers want the most technologically advanced driving machines available," said Dave Reinhold, network administrator at Circle BMW. "So we needed to have the most technologically advanced communication system to care for our customers. ATC Voice/Data and Toshiba have consistently delivered exceptional products and service, and when they showed us the capabilities of Toshiba's new VoIP platform, we knew it was a perfect fit."

Mike Doherty, operations manager of ATC Voice/Data Inc., recommended Toshiba's Strata CIX VoIP business communication system. He said, "With the Strata CIX, we are able to mix-and-match IP and digital endpoints, utilize mobility, enhance the call center, and customize features to specifically meet Circle BMW's needs."

Solution: Toshiba Powers up Circle BMW's Communications

Installed by ATC Voice/Data Inc., Circle BMW's new Toshiba Strata CIX670 is a 167-port system. The system includes Toshiba's Strata Media Application Server (MAS) with 8 ports of Strategy voice processing, Unified Messaging, and a high-tech call center solution consisting of Net Phone and Tracer with StreetView.

Two remote offices, located at the homes of the general manager and service manager, are equipped with Toshiba IP desk telephones. The car dealerships' salespeople use Toshiba's IP desk telephones, or for more mobility in the dealership, they use Toshiba's SoftIPT soft phones on their handheld devices.

Circle BMW was also able to take advantage of Toshiba's unique FeatureFlex adaptability tool, which allowed the customization of features to specifically meet their needs. Using FeatureFlex, ATC enabled a "Find me, Follow me" feature that routes calls to recipients' many phone numbers, including their personal cell phones, until the call is answered.

Photo Credit: Mike McLaughlin



Result #1: Toshiba Delivers Smooth Integration on a Single Platform

Circle BMW's Toshiba system provides exceptional reliability and durability with a smooth integration of all features. Using Toshiba's Strata MAS has enabled Circle BMW to have all of its communications features — from the call center to Unified Messaging — on a single server.

“The integration of all applications on a single server ensures that system features work together as efficiently as possible while saving on hard costs,” explained Doherty. “For Circle BMW, their telephone system is connected with their customer database so all information is available to call center agents and others who are using the Net Phone/Tracer application.”

Other tools on the Strata MAS give Circle BMW staff the power to manage their own telephone systems. For example, Toshiba's eManager solution is used to add or change users and moves or reassigns extensions. And Toshiba's My Phone Manager allows individual users to easily program the features of their individual telephones.



Result #2: Toshiba's Mobility Ensures Calls Can Be Answered Live

Toshiba's SoftIPT soft phones allow Circle BMW's sales force to receive their office line calls on their handheld device. Unified Messaging also allows the Blackberry users to receive both emails and voicemails as quickly as possible. “Being able to receive telephone calls on our handheld devices means that we can answer our calls live no matter where we are at the dealership,” Rudkin said. “This gives us a great improvement in customer response and satisfaction.”



Result #3: Toshiba's Call Center Delivers Powerful Tools

Because Circle BMW receives thousands of calls each week, it relies on its call center to answer and effectively handle each call. ATC recommended Toshiba's Net Phone and Tracer with StreetView combination, which provides a computer-telephony interface that delivers screen pops. When a customer calls in, a new screen pops up with that customer's information and history so the agent immediately can respond to the customer's needs in an intelligent manner. The Call Record feature easily allows Circle BMW to revisit or reference past communications. Call Recordings can also be sent via email.

Using Tracer, Circle BMW can record all the calls for its 800 numbers and can create reports that detail when the calls came in, how quickly they were answered, if there were any hold times (and how long), and how many calls were received, broken down by days/times. Having this information allows Circle BMW to better manage its call center staffing and ensures all calls are answered by a live person, a real competitive advantage in the automotive sales business. Reinhold said, “With Tracer, we can literally analyze every call coming in or going out of the building. Toshiba has given our call center the torque we needed to really rev it up.”



Result #4: Toshiba Delivers Unmatched Reliability, Durability

Circle BMW migrated from its 15-year-old Toshiba Strata DK280 digital system and nearly doubled the number of ports being used at the new facility. The old system is still in use at the company's Circle Chevrolet dealership, delivering the communications reliability and durability for which Toshiba is known. Reinhold said, “We were so happy with our previous Toshiba system that we knew we wanted Toshiba again.”

Bottom Line: Toshiba Delivers the Ultimate Communications Machine

Moving to the Toshiba Strata CIX gave Circle BMW a dramatic improvement in its ability to manage its voice communications and integrate it with its customer database. In addition, Circle BMW has a cost savings of \$1,800 per month by going with a single platform for all its voice communications and another \$700 per month savings by changing to the Toshiba call center. The biggest bottom line benefit of the new Toshiba system is its ability to deliver exceptional personalized service.

“Toshiba and ATC Voice/Data Inc. have delivered the ‘Ultimate Communications Machine’ to Circle BMW, which delivers the ‘Ultimate Driving Machine,’” Rudkin said. “Together, they are helping us provide the ultimate in customer service that is as exceptional as the BMW cars we sell.”