



Our Customers Speak for Our Solutions

An OAISYS Case Study



Ventura Toyota **Ventura, California**

Ventura Toyota, located in Ventura, California, is one of the premier automotive dealerships in the country. They believe strongly in satisfying customers both with the purchase and follow-up care of their vehicles. The dealership offers one of the most comprehensive parts and service departments in the automotive industry, delivering a high-tech service center that is unrivaled by any other shop in their county.

Ventura Toyota has made significant investments in their service center in recent years, expanding to an 18,000 square foot facility with 33 service bays, a vast improvement over the old one with 8,000 square feet and 14 service bays. From sky lights paired with reflective white ceilings to more energy-efficient electric hydraulic hoists, the dealership has recognized the benefits of technology improvements to help them be more environmentally conscious while also enhancing business operations and overall profitability.

Rob van Nieuwburg, the Parts and Service Director for Ventura Toyota, has been instrumental in driving these technological advancements while maintaining a keen focus on the finer details. When the time came to improve the efficiency of their phone-based communications, van Nieuwburg applied the same strong attention to detail to ensure success with that project.

Ventura Toyota was looking to replace their old communications system with an IP-based platform, as they understood the value to be gained by deploying this latest communications technology. Voice Smart Networks, an OAISYS reseller in Ventura, conducted a thorough analysis of the dealership's overall communications needs and recommended Tracer, the professional interaction management and call recording solution from OAISYS.

Tracer automatically records, stores and organizes telephone conversations, providing multiple benefits to any business environment. Call monitoring, playback and evaluation, report generation, search functionality and much more can all be conducted through its highly intuitive user interface. Within auto dealerships, Tracer is commonly used to record sales calls, manage business development and service centers and increase sales, and its resource utilization reporting measures advertising effectiveness, lead generation and workflow requirements.

Previously, Ventura Toyota had been utilizing Who's Calling, a subscription-based call measurement and monitoring service, but that solution wasn't meeting the needs of the dealership. "[Who's Calling] wasn't as accessible to everybody, it was mostly for the sales and the business development center side of the business. On the service side, we hardly ever got into it," said van Nieuwburg.

A means of reviewing phone-based interactions that occur within the service aspect of the business was important to van Nieuwburg. "Mostly, the issues that we experience are lack of communication and miscommunication, sometimes without even knowing it," van Nieuwburg explained. "With Tracer, you can reconstruct the gist of the conversation and listen to what one person says to the other. Very quickly, you can find out where the miscommunication occurred, and it's just invaluable in that aspect."

The ability to review calls after they occur to identify trouble spots and opportunities for improvement has proven very useful to van Nieuwburg. "You have a 20 second time span in which to make a decision. With Tracer, once you listen to it and analyze it, it becomes a great training tool," elaborated van Nieuwburg.



Van Nieuwburg went on to cite a specific example of how Tracer enabled his team to resolve a dispute and also helped to identify where specific improvements could have been made in handling the situation. "Just last week, we had an issue with a customer who said we had not told them how much [the repair] was going to be. I had the service consultants who were involved listen, and we were able to prove that my service writer did notify the customer of the cost. That stopped the argument but, more importantly, we were also able to go through the conversation and identify how it could have been handled better."

Tracer's ability to quickly locate and playback calls, another area where Who's Calling had proven lacking, is very impressive to van Nieuwburg. "To find a specific call by adding in the search criteria, the OAISYS system is much easier for that than Who's Calling. When I want to find a call, I find it in seconds. It's much more user friendly. That's where the OAISYS system just locked it," explained van Nieuwburg.

His staff has been receptive to Tracer and the benefits it offers to their business processes. "If we were to utilize it as a threat, then maybe that would be the reaction, but we use it as positive reinforcement and as a training tool. My team has had no problem with it at all," said van Nieuwburg.

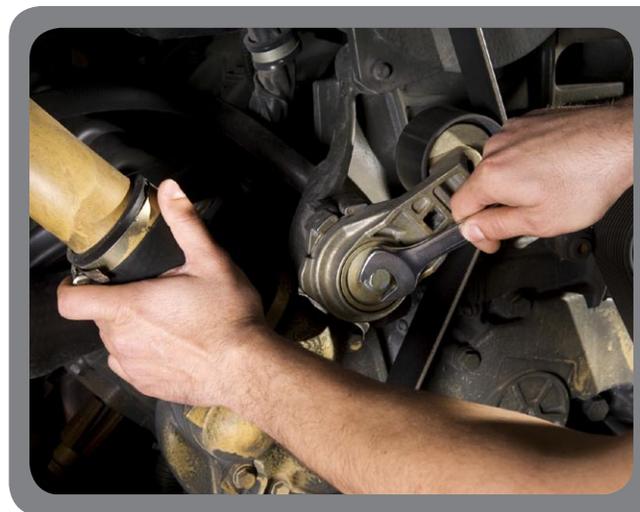
Despite the difficulties many auto dealerships are facing as a result of the economic crisis and U.S. automaker woes, van Nieuwburg is experiencing overwhelmingly positive activity on the service side of the business, and believes Tracer will help to keep it that way. "I've just had my best October ever. We've had some great years the last few years. What does a new car dealer work on? It's mostly one- to five-year old vehicles. Hopefully, we retain those customers, because that's the name of the game in any business," explained van Nieuwburg.

Maintaining a strong commitment to superior customer service is critical for auto dealerships now more than ever, as consumers find themselves more reluctant to purchase new vehicles or face greater difficulty obtaining credit that will allow them to buy. The service side of the business becomes vital in helping to compensate for that lost income.

"Once our warranties are exhausted, people may go to an independent shop or some other service facility. I pride myself on the fact that I have a lot of older cars coming in. We've sold

tons of cars in the last three to four years, so we're benefitting from that right now. The older cars are coming in now, and people are hanging on to them because, economically, they're worried. Combine those two together, and I think that's how our record comes into play," says van Nieuwburg.

Van Nieuwburg has been especially pleased with Tracer's simple integration with their new IP-based communications system and the ease with which they have been able to learn, use and maintain the system. Said van Nieuwburg, "When we were looking for an IP-based system, the combination of OAISYS with that is what sold us on the package. The combination is trouble-free. I fix cars—I don't want to fix phones."



Van Nieuwburg has been extremely satisfied with the service he received from Voice Smart Networks in helping to implement the Tracer solution, comparing it to the service he strives to provide to all Ventura Toyota customers. "You want to step in the car in the morning, turn the key, and have it run. You don't want to have a bunch of lights come on and have a bunch of headaches, you're just not going to be happy, and it's the same thing with this. We're both in the people business—we're both in the communication business," van Nieuwburg said.

Van Nieuwburg is exceptionally pleased with the Tracer system and the benefits it has provided to his service department. "I love the system, it's been fabulous. I think it's one of the best things I've ever had," he concluded.



To find out more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com.

OAISYS
7965 South Priest Drive, Suite #105
Tempe, AZ 85284
888.496.9040

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