



## Essex Ford Executive Summary

Essex Ford, an Essex, England-based Ford dealer with five retail and two service locations, offers a full line of new and used cars, parts, and service.

### Challenge

- Streamline disparate communications systems for efficiency and cost savings
- Centralize incoming phone calls and adopt a common voice mail system
- Effectively use direct dial numbers

### Solution

- VoIP hosted PBX system to replace separate PBX systems at each site
- Feature-rich system with desktop applications for convenience and ease of use
- About 350 seats

### Business Result

- Simplifying administration and improving efficiency
- Lowering costs, including reducing receptionist staff by 50 percent (approximately £55,000)

# Essex Ford—Driving Growth with Hosted VoIP Communications

The Essex Ford Group has a fitting slogan—“Doing it right for you.” Based on its growth since 1989 to five retail and two service locations with a full line of new and used cars, parts, and service, the Essex, England-based Ford dealer is clearly doing many things right.

### Challenge Growing Company Looking for Answers

But sales growth, an expanding staff, and new locations inevitably cause a few growing pains. Essex Ford found that it was beginning to outgrow its communications system. The separate PBX systems that had originally worked efficiently at each site were now creating the operational effect of several disparate companies instead of a fully integrated business. With 2,000 outbound and 1,800 incoming phone calls each day, the auto dealer was surpassing its bandwidth capacity and facing rising costs. Furthermore, internal calls between sites were costing the company nearly £12,000 each year.

Essex Ford wanted to streamline its communications, both with external customers and within the organization, as part of its strategy to improve operations, reduce costs, and invest in its future. The auto dealer’s goal was to implement an integrated corporate system with a centralized location to handle incoming calls, a common voice mail system, and a method to effectively use direct dial numbers.

### Solution Putting It Together with Hosted PBX

That’s when BroadSoft and VanillaIP stepped in. U.K. VoIP service provider VanillaIP is providing Essex Ford with a complete hosted telephony solution powered by the BroadWorks VoIP application platform. The high performance, business- and carrier-class BroadWorks Hosted PBX service delivers a complete suite of enhanced PBX functionality over Essex Ford’s IP connection without the need for expensive PBX equipment. In addition to standard PBX functions, the BroadWorks platform offers fully integrated, enhanced services such as conferencing, voice, video, fax mail, call centers, and mobile integration.

### Business Results Integration Means More Efficient Operations

Today, Essex Ford is realizing multiple business benefits from the BroadWorks/VanillaIP hosted PBX solution. The system has simplified the Ford dealer’s administration, while bringing all sites together into one integrated system with centralized reception, unified voice mail, and direct dial numbers for all employees. In addition, the system has enabled Essex to lower operating costs, including reducing its receptionist staff by more than 50 percent.

Essex Ford is also taking advantage of BroadWorks’ convenient desktop applica-

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 » Mike Reilly, Essex Ford

tions. The BroadWorks Receptionist option, offered by VanillaIP as MiReception, provides easy access to call queue information, quick search capability, and the ability to direct calls to users' mobile phones, voice mail, and e-mail. And the BroadWorks Assistant, VanillaIP's My Assistant, allows users to easily control calls within Microsoft Outlook and Internet Explorer programs. This toolbar enables users to answer the phone and employ features, such as putting a call on hold, sending it to voice mail, and transferring it to another party, without changing from the Microsoft application.

Essex is likewise benefiting from the ease of use and portability of the BroadWorks-based solution. During a recent staff move, employees simply took their IP phones with them and plugged them into the network connection at their new workplace. The system also provides Essex Ford visibility into call usage across sites.

According to Mike Reilly, finance director of Essex Ford, "The hosted VOIP solution from BroadSoft and VanillaIP has changed our mindset from thinking of our organization as seven separate sites to thinking of it as one integrated business."

### Looking to the Future

Now that the system is up and running, Essex Ford is looking for other ways to leverage the BroadWorks platform to



improve customer satisfaction and reduce operating costs. "The company is interested in streamlining call handling with options such as setting up sales calls to ring across multiple sales teams if they are not answered within a certain time period, and to use WiFi-enabled mobile handsets," added Reilly. The auto dealer's future plans also include leveraging BroadWorks Call Center Supervisor and Agent modules for an on-demand hosted call center service.

By implementing its new VoIP hosted PBX communications system, Essex Ford is taking important steps toward its goal

of streamlining the business, which is well poised to go on "doing it right" and driving growth well into the future.

### Streamline Your Communications with BroadWorks Hosted PBX

To find out how VanillaIP can bring enhanced communications services to your enterprise, go to [www.vanillaip.com](http://www.vanillaip.com). For more information about how BroadSoft can help your organization accomplish its goals with hosted PBX, contact BroadSoft today. «

