



Case Study

Infiniti® of Honolulu Honolulu, Hawaii

BUILDING CUSTOMER LOYALTY THROUGH INNOVATION AND UNDERSTANDING

The new owners of Infiniti of Honolulu strive to make their dealership the best luxury buying and servicing experience in Hawaii. It is the only Infiniti dealer in Hawaii and currently ranked in the top 20 percent in volume of all Infiniti dealers in the country. The dealership is growing strong—with over 60 employees and approximately 100 new and used car sales a month.

To achieve their current success, the new owners made several changes in the business they had acquired. They immediately surveyed their customers to see what aspects of the business could be improved upon. The owners soon realized they had not only inherited an obsolete phone system; they had inherited a lot of unhappy, frustrated customers as well.

THE BUSINESS CHALLENGE— IMPROVING CUSTOMER SERVICE

Infiniti of Honolulu's overwhelming customer complaint was that they could not get through to the dealership—they were either forced to leave a message on an answering machine, or they experienced busy signals. More importantly, Infiniti of Honolulu learned that their customers wanted to speak to a live person when they called for sales or service.

When the owners investigated the parts and service end of the business, they realized that they didn't have enough phone lines to handle the high volume of incoming calls. "We only had six lines for the building and there weren't any ways for service writers or other employees to pick up calls if they weren't seated right at their desks," explained Marty Barger, Infiniti of Honolulu vice president and general manager.

THE INTER-TEL SOLUTION— FACILITATING MOBILITY AND INCREASING CUSTOMER CARE

Infiniti of Honolulu approached Envision Network Solutions of Hawaii, an Inter-Tel Authorized Provider, to initiate a communications plan that would enable them to provide a higher level of service to their customers. "We developed a solution for Infiniti of Honolulu using an Inter-Tel platform, Inter-Tel Unified Communicator® software and third-party call center software through Inter-Tel's Managed Services program," said Jerry Denton, Envision Network Solutions sales executive. "We also provided wireless solutions to give them some new capabilities."

Inter-Tel's converged communications system enables Infiniti of Honolulu to deploy advanced applications—and IP, wireless and digital solutions all on the same platform. Sales representatives, service managers and technicians use Inter-Tel wireless endpoints to receive and initiate calls from wherever they are.



FAST FACT...

Infiniti of Honolulu facilitated the mobility of their employees, increased sales and enhanced customer service with Inter-Tel Unified Communicator software and wireless solutions.



“Now they just have the phone on the desk or in their pocket and they just call from where they are—they don’t have to stop working—so they’re getting more productivity out of it,” said Barger.

Inter-Tel’s Unified Communicator software enables sales and service associates to route important calls to their Inter-Tel wireless devices or cell phones. Associates can use the application to manage their Presence, or availability, maximizing the ability to be contacted by their customers no matter where they are. “People would get upset if they couldn’t get through to the person they were calling. In a lot of cases, you lose a deal if you’re not available to talk to the customer,” explained Barger.

“What they ended up with was a very sophisticated environment that allows their clientele to reach their desired sales person any time they want to,” Denton commented.

THE BUSINESS CHALLENGE— LOST SALES DUE TO INEFFICIENT PROCESSES

“Sales were also a primary consideration for Infiniti of Honolulu. They wanted to increase sales capabilities and provide a high level of personal attention to their customers,” said Denton.

Marty Barger explained that with the dealership’s old system, callers would ask to speak to a sales person, a receptionist would page them, and three or four sales people would run to the phone to try and be the first one to get the call. There was also no way to track call activity such as incoming caller information or dropped calls.



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THE INTER-TEL SOLUTION— IMPROVING PROCESSES TO IMPACT SALES

To improve their inbound sales process, Infiniti of Honolulu implemented the Automatic Call Distribution (ACD) feature of the Inter-Tel platform. Now, calls are routed efficiently and logically to sales associates and overhead paging is eliminated—streamlining their sales department.

As a Managed Services provider, Inter-Tel offers numerous third-party solutions to address specific business requirements. Infiniti of Honolulu implemented third-party call center solutions to track dropped or missed calls to recover potential lost sales. “In one case, a sales person incorrectly wrote down a potential customer’s number. We were able to look at that call and realized he had transposed a number. So he called the customer back, and they actually ended up buying a car. And that would have been a sale we would have lost if we didn’t have that feature,” said Barger.

WHY INTER-TEL

Infiniti of Honolulu needed a flexible communications system capable of solving their diverse business challenges. “Inter-Tel brought all of these solutions together on one platform at a cost-effective price point. The biggest advantage is that they received high flexibility, a sophisticated call handling environment, high value, and relatively low cost and ease of use,” explained Jerry Denton.

Infiniti of Honolulu has experienced numerous cost savings from their Inter-Tel solution. They saved approximately \$2,000 a month in long distance costs according to Barger. “In terms of sales,” he continued, “I’m sure we’re picking up three to four sales deals a month that we wouldn’t have with the old phone system. And, I can’t put a number on how much in customer satisfaction it has saved our service department...probably about \$10,000 a month.” He also stated that the Inter-Tel platform has simply enabled the business to receive more calls, which equates to potential sales and increased customer service.

