



Call Assistant™
is making the
receptionist's job
easier ... paging has
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5% of calls.

Honda House Maximizes Customer Time

Sales people are only effective when they're in front of the customer, whether the customer is on- or off-premise. In automotive sales, "in front of the customer" means being in the showroom and on the car lot. It also means being available by phone. The biggest challenge facing car dealers is how can you effectively do both?

Honda House sales people had to be "tied to their desks" to get their phone calls. They also had to be in front of the prospects walking through the lot. The paging system was always in over-drive. The receptionist paged people multiple times before they heard the page and reached their desk to take a call. Often people waited and eventually wound up leaving a message. Prospects walked off the lot. The delay caused frustration for the customers, the sales people and the receptionist. The advanced age of the phone system presented additional challenges: increasing support costs and an inability to expand to meet the dealership's growth. All of this meant it was time for a change.

The solution for Honda House was introduced by Edge-Point Communications. Of the systems Honda House considered, the Allworx 6x hit the right combination of value, expandability and rich features. And Honda House has tremendous confidence in Edge-Point. "They're on the top of the list of vendors that I deal with," said Tim Hoekstra, service manager. "They're excellent on the phone, get right to my questions, are knowledgeable about old stuff as well as current product, executed a smooth installation and sent trainers in to assure our staff could make the most of the new system."

As a result, Honda House is seeing streamlined processes and improved productivity. Allworx Mobile Link is sending calls to the sales teams' cell

ALLWORX ENABLES AUTO DEALERSHIP TO MAXIMIZE CUSTOMER TIME

phones, so the sales professionals aren't missing customer calls or sales opportunities and customer satisfaction is improved. With a wireless network and a softphone client, they receive their calls anywhere — even in the parking lot, so they're more productive. Call Assistant is making the receptionist's job easier, providing presence information that tells who is available for a call and where and how to find specific individuals, so paging has been dramatically reduced, from 100% of calls to 5% of calls.

Honda House is also happy with their improved budgetary position. With the Allworx 6x they have a low ongoing cost, a 5-year warranty and, unlike some of the systems they investigated, no annual per-phone subscription cost.

Honda House has maintained their position as one of the premier Import Dealers in Kent County for over thirty years. The dealership is a multiple winner of the Total Quality Dealer award and has been recognized numerous times for Customer Satisfaction. With their new Allworx system and Edge-Point's support, Honda House is well positioned to continue their tradition of outstanding customer service.



Solution Personalized:

- **Phone System**
 - Allworx 6x
- **IP Phones**
 - Allworx Phones (17)
- **Software Features**
 - Call Assistant
 - Mobile Link

About Allworx

Allworx, a wholly owned subsidiary of Windstream Corp. (NASDAQ: WIN), delivers award-winning VoIP (Voice over IP) unified communications systems to all but the largest size businesses through a network of authorized dealers. Allworx makes it effortless to communicate. Our systems are designed and manufactured with primary attention on Innovation, Value, Reliability, Customer Focus and Quality. The result is a unique combination of products that meets your needs, works every day without interruption, lasts for generations and provides cost savings from the very first day. When it comes to understanding and exceeding customers' expectations, no one does it better than Allworx.

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