

A photograph of a building facade featuring a large, illuminated sign that reads "Parkway" in a bold, sans-serif font. To the left of the sign is a circular logo with the letters "VW" inside, representing the Volkswagen brand. The building has a modern, metallic finish.

# Parkway

# VW goes VoIP Case study

## Node4 & VW Parkway

### Background

Formed in 1999, with locations in Derby and Leicester and annual sales of around 4,500 new and used cars, VW Parkway prides itself on delivering excellent customer service and strives to maximise on all opportunities.

*"A phone enquiry is often a much hotter lead than someone who walks onto the site, so the telephone system we use is vitally important to the success of the business", says Sean Booth.*

### The Challenge

While the company's Siemens Hicom Office PABX had proved adequate during the early years, as the business grew, it struggled to cope with growing number of users and higher volume of calls. The calls are routed over a standard external telephone link and carry the cost of a conventional telephone call through your service provider. This is not the same with IP telephony.

Sean had thought about replacing the system when, in early 2006, the opportunity came to take over the Leicester VW franchise. Realising functions such as reception, service booking, accounts, administration and the important VW Dealer Management System could be centralised and run across the whole enterprise. By implementing this solution Sean Booth realised there would only be a requirement for a single telephone system.

*"What we can do with the solution Node4 has implemented is limited only by our imagination. We have been very impressed with Node4's know how and the support services it has been able to provide. I'd recommend anyone to go and look at Node4's technology as VoIP has made us significant savings and has opened up all sorts of possibilities for the business. //*

Sean Booth  
Managing Director VW Parkway

### The Solution

hostTALK - Node4's Voice over IP (VoIP) service is a hosted solution that Node4 manages for customers using Cisco Call Manager technology. hostTALK is a highly scalable, rental based solution that enables businesses to use IP technology such as Voice Mail, Voice Recording, Desktop Integration, etc on an 'as needed' basis. hostTALK also allows customers with multiple sites to make free calls between locations and to make normal PSTN calls at a reduced overall cost as users no longer need to rent any telephone lines.

*"I spoke to the people supplying the Siemens equipment and I asked them who Siemens's biggest competitor was. When they told me that it was Cisco with Call Manager, I decided to look more at Node4's proposition and that's when things really started to happen", says Sean Booth.*

*"Once presented with what Node4 could offer, it was simply no contest. The quote was about the same [as the Siemens proposal] but all the hardware was new and we got a lot more besides - a new data network and wireless network, and it was forever - that's the beauty of it. Also, the annual support costs for Derby and Leicester with Node4 are only one sixth of our older technology. With numbers like that, it did not take a lot of working out!"*



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## The Major Benefits for Parkway were:

**Streamlined Centralisation and System Operation** - The two sites are independent but appear as one, allowing for the centralising of various functions (particularly administration / reception staff) resulting in substantial cost savings.

**Elimination of all inter-branch call costs because these calls are now 'internal'** - Calls are free of charge between the two sites and calls out to the PSTN networks are less expensive than they were when the old analogue system was in use. Estimated savings are £7,000 per annum. To reduce costs even further Node4 introduced a GSM gateway. This enables the regular land lines to automatically dial using mobile technology for calls to mobiles. This reduces outbound call costs.

**Improved Sales Force Operations and Productivity** - Mr Booth states: "Staff need to answer customer inquiries quickly and effectively but prior to adopting the Node4 solution the origin of the call could not be retained when calls were transferred. Now, we can add information for inter-site calls such as Caller Line Identifier and Calling Name so operators can see where calls have originated and can answer a colleague or a customer by name and call up relevant information without delay".

**Increased throughput for inter-site calling with more calls available** - By using compression software, Node4 enables VW Parkway to have 30 lines open at any one time, rather than the eight which a 1Mbps connection would normally support.

### Call monitoring and recording

A call recording system can be set-up on certain phones throughout the business. This means that you can use the sales enquiry conversations as a training tool to make sure that your sales force is handling every precious enquiry in the best way.



*"There is no discernible loss of quality as a result of the compression and being able to do this means that fewer customer calls are missed at peak times; and that means that potential sales are not lost due to a phone not being answered promptly."*

Sean Booth  
Managing Director VW Parkway

## Conclusion

*"What we can do with the solution Node4 has implemented is limited only by our imagination".*

*"The Node4 solution is very scalable, so it will grow with VW Parkway and it is very much an investment for the future. We have been very impressed with Node4's knowhow and the support services it has been able to provide. The system has made us significant cost savings and brought more benefits than anticipated. We have many more possibilities to exploit."*

Sean Booth  
Managing Director VW Parkway

## About Node4

Founded in 2003, Node4 a Cisco Premier Certified Partner, has developed a wide range of compelling IP Telephony solutions aimed at the SME market. Running its own state-of-the-art data centre and national MPLS network, Node4 offers a unique Quality of Service enabled broadband solution (IP-BVN) that guarantees the highest possible call quality when used for VoIP, backed up by an impressive SLA.

Since launch, Node4 has secured many high profile contracts with well known organisations. Node4 is privately owned and is committed to building on its initial success, continuing to develop innovative products for the Cisco channel.

Node4 was the first ISP worldwide to develop a multi-tenanted environment based on Cisco CallManager providing SME's cost effective access to Cisco IP telephony services.

**If you would like Node4 to help empower your business and present cost savings with improved customer relations then do not hesitate in contacting a consultant today on:**

**0845 123 2222**

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