



Communicate Better[®]

Case Study

Hatfields

Client: Hatfields

Background:

Hatfields are one of the largest independent car dealership groups in the UK, with over 300 employees spread across its numerous sites. As a family-run business, Hatfields has established a successful dealer network over a number of decades, developing a reputation for excellence in all areas and a loyal customer following along the way.

Task:

Hatfields legacy telephony infrastructure consisted of individual telephone system that did not all perform or give any statistical reporting functionality as to the performance of call handling or sales staff. With eleven garages across the UK, each site PBX had ISDN lines connected, and the company was incurring huge costs for 2MB lease lines for each location. Hatfields were also experiencing very slow internet speeds and high call costs for internal calls between locations.

Strategy:

Communicate Better have provided a high-performance private network to run demanding applications such as IP telephony, email, video conferencing, file transfer and data sharing. A secure MPLS network was installed to manage all of the internet traffic and replace the 2MB lease lines with up to 100MB of Ethernet connectivity at each site for faster, guaranteed internet access. Each pipe was then prioritised for voice and SIP trunks were overlaid to replace and rationalise the traditional ISDN lines. The state of the art Hosted solution called Horizon, which is a broadsoft-based communications platform was then rolled out across the company to give a centrally managed system.

Results:

Horizon can be administered from any internet facing device, enabling the customer to make changes both easily and instantaneously. A unified internal directory provides ease of site to site calling and transfers and also significant cost savings on telephone usage. Online call statistics enable the customer to analyse staff performance levels, which helps improve sales figures and reporting on customer service calls to help shape the overall customer experience.

The new network solution will run all mobile, IP telephony, email, video conferencing, file transfer and data sharing applications. Staff on the move will also be able to remotely access the MPLS network. The contract also includes mobile access and a secure internet break-out from the cloud. There are now over 220 end users and capacity to increase as the company continues to expand.



Wayne Cartwright with MDs of Hatfields Garages

Efficiency drive

Manchester-based Communicate Better has given one of the largest independent car dealership groups in the UK a communications overhaul by delivering Gamma's hosted services across a MPLS network. Hatfields Garages employs 300 staff across its numerous sites and has won awards from many car manufacturers and automotive media, but its legacy telephony systems were not matching the company's professional image. With 11 garages across the north of England and the west midlands, each with individual telephone systems installed and all with PBX connections to ISDN lines, the client was incurring significant costs for 2MB lease lines through another supplier for each location. Hatfields was also experiencing slow internet speeds and high call costs for internal calls between locations.

Communicate Better proposed to install a secure MPLS network to manage all of the Internet traffic and replace the 2MB lease lines with up to 100MB of Ethernet connectivity at each site for faster, guaranteed Internet access. Each pipe was then prioritised for voice and Gamma SIP trunks were overlaid to replace and rationalise the traditional ISDN lines. Gamma's Broadsoft-based communications platform, Horizon, was then rolled out across the estate to give a centrally managed system. There are now over 220 end users which is expected to increase as the company continues to expand.

Horizon can be administered from any internet facing device giving the customer the flexibility of being able to make any changes both easily and instantaneously. The unified internal directory for the entire estate provides not only ease of site-to-site calling and transfers but significant cost savings on this telephony usage. Introducing online call statistics enables the customer to analyse key staff performances, which helps improve sales figures and reports on customer services calls, enabling the company to improve the overall customer experience. Several DR options were implemented including the ability to automatically divert calls to another site through Horizon's Unreachable feature. Client experienced outage for example.

Wayne Cartwright, Communicate Better says: "Our client was particularly impressed with the fact that Horizon has an implementing call recording and the mobile integration module when it is launched next year. As we look after Hatfields mobiles as well, this is a fully converged solution that we have rolled out."



Gamma
Clear. Creative. Communications.

“ Hatfields are extremely pleased with the service and new capabilities that have been provided by moving to using Horizon. We were particularly impressed with Horizon's roadmap and we will be implementing call recording and the mobile integration module when it is launched. As Communicate Better also look after our mobile devices and contract, we now have the benefits of a truly converged solution. ”

Justin Williams
Hatfields Financial Director



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