

Challenge

Audi Lauzon's outdated telephone system was impacting the quality and reliability of its communications. To maintain the highest possible standard of customer service, the dealership needed a new telephony solution.

Solution

With Avaya IP Office, a world-class telephony system, Audi Lauzon now has a dependable and intuitive solution that can seamlessly support both internal and external calls.

Audi Lauzon shifts into high gear with new world-class telephony solution



Quebec luxury car dealerships call on Avaya to upgrade to a new IP Office phone system, improving overall communication and customer service

Challenge

The Lauzon Group dealership chain based in Laval, Quebec has been supplying the area with high-end automobiles since it was established in 1977. The group consists of two Volkswagen, a Porsche and an Audi dealership, all operating in and around Laval. Clients expect a high level of service from a luxury dealership, so that's why the organization knew it had to upgrade its aging phone systems, as the existing ones simply weren't allowing the dealerships to communicate with their clients in the quickest, most efficient manner.

Each dealership ran a local telephone system, which made it cumbersome for the employees to not only connect customers with the appropriate staff member, but also to communicate with each other. With a limited number of lines, customers would end up on hold, receive a busy signal, or receive a callback up to an hour later.

"We are a service company and 99.99 per cent of our business is handled on the phone at some point," says Michel Larin, General Manager, Porsche Lauzon. "Quite simply, if we don't have a good phone system, we are not running a good business."



Solution

The Lauzon Group consulted three separate integrators to find the best possible solution and all three recommended the dealership install Avaya's IP Office.

After a rigorous assessment, Audi Lauzon turned to Innov-IT, an Avaya business partner which specializes in hardware, programming, software solutions, web hosting and wiring to manage the installation.

"The dealerships wanted to be able to talk to each other through a local routing plan, they wanted to simplify the process for dealing with customer calls, and they wanted to reduce their monthly costs," notes Innov-IT President Alexandre Rudolph. "For these reasons, we recommended that the Lauzon Group install the Avaya IP Office solution."

"We felt comfortable with Innov-IT," says Larin. "Their team was very competent, they were very competitively priced and we knew they could help us get the job done quickly and easily."

Designed specifically for small and midsize business communications, Avaya IP Office enables businesses to connect and collaborate in real-time, without limitations, using available and appropriate devices—including smartphones, laptops, tablets, home phones, and office phones.

Having eliminated all hard lines, the new solution is highly functional. It has allowed for all employees to be assigned a four-digit extension number and provided them with the ability to check their voicemails through their email accounts.

The Avaya DECT R4 IP-based handsets – of which nearly 200 were installed – deliver productivity-boosting benefits of IP and wireless communications across multiple offices in a convenient, lightweight telephone. It provides businesses with a highly functional wireless solution and the ability to scale to support large numbers of users. This system also supports users in different offices connected via a WAN. Avaya's DECT R4 solution is cost effective, secure and easy to deploy.

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Benefits

Improved customer service

In a short time, the Lauzon Group's new telephone system allowed employees to provide a whole new level of customer service. As a result of implementing the Avaya IP Office system, staff members can now connect to the dealership's customers like never before.

"Now if our employees receive a call from a customer at one location and the customer needs to be rerouted, they don't need to tell the customer to call another number. They are now able to transfer the call within the group, making the entire process smoother for everyone," says Larin.

Simplicity

Because Avaya's IP Office Solution is very intuitive and user-friendly, the learning curve for the dealership's employees was minimal, resulting in the uninhibited flow of work when the system was first installed.

"The phones themselves are very user-friendly and everyone took to them fairly quickly," says Larin. "For instance, the conference call feature is much easier with the Avaya system than what we were previously using. I now have the ability to have many lines active and switch between them or put them in conference quickly and easily."

Flexibility

As many of the Lauzon Group's employees are on the go between locations, the ability to have their phone extensions travel with them is invaluable: today with IP Office, they don't miss a beat.

"We have managers who oversee more than one dealership," says Larin. "Now when they're on the go, they're much easier to reach - we just simply transfer the line. They're also able to open their voicemails in their email, which is very convenient for our mobile workers."

Cost efficiency

By replacing all the old analog lines in all the dealerships with the IP Office solution, the Lauzon Group will save about \$1,200 per month - which adds up to nearly \$14,400 per year.

"The system was an investment, but in the long run our bills will be much cheaper," says Larin. "This is a great bonus for us, as it will minimize our operating costs by that much more."

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Porsche Lauzon.*



ABOUT THE LAUZON GROUP

The Lauzon Group is a family-run business comprised of four automobile dealerships in Laval, Blainville and St. Eustache. Founded in 1977, Lauzon Group now has a dedicated team of 150 professionals, and today offers three prestigious brands that have long been held in high repute: Volkswagen, Audi and Porsche.

ABOUT INNOV-IT

A leader in IT services, Innov-IT's strength is supplying customers with a set of networking, telephony and computer services that meet their needs. A one-stop shop, Innov-IT also provides a turnkey approach and for more than 15 years has offered customers a team of dedicated and certified professionals. From programming and software, to web, hosting and wiring, Innov-IT can fulfil any requirement.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centres, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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