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SAMSUNG CASE STUDY

Lane Toyota and Samsung
A Business Communication Partnership that takes the Chequered Flag!

Company Profile

Lane Toyota is a motor vehicle dealership which sells new and used cars from its head office/showroom site in Glen Waverley in Melbourne's south east. And three kilometres away, the Lane Toyota service division services cars and provides spare parts. A total of 80 staff service this major Toyota dealership across both sites.

The Situation

Before the Samsung telephone system was installed, each site had its own PABX and some 60 incoming telephone lines servicing their 80 staff. Lane's had an old analogue system that was proving to be expensive and wasn't an efficient use of resources, the central receptionist had to handle every incoming call and divert to the appropriate department, resulting in lost productivity.

Each time a call was made between each site it would be costing them a local call charge and with the large amount of calls between the sites, it was an expensive situation.

A Samsung business telephone system has proven a great success for Melbourne based motor vehicle dealership, Lane Toyota, resulting in tangible cost savings and productivity improvements.

The solution

The objective was to streamline operations, provide the right mix of functional features and save money in capital expense, line rental and maintenance.

The Samsung IP Telephony solution was designed that allowed centralise operations over the two sites. An OfficeServ 500 system, Samsung's high end PABX, was installed at the head office; a Virtual Private Network (VPN) was introduced between the two sites that allowed secure voice



Clive Ramage,
**Lane Toyota Financial
Controller** with Neil Freeman,
Samsung Communications.



Along with the central system, Samsung' IP telephones were installed at both sites allowing staff to make calls between the sites over the VPN at next to no cost. The service office simply became remote extensions of the central system at head office eliminating the requirement for a system at that site. The IP telephones kept all the traditional telephony functions but introduced beneficial features such as a built in phone book and calendar along with its intuitive, easy to use design.

The Lane Toyota OfficeServ system was configured to cut the number of incoming lines to 20, saving costs on line rentals, maintenance and call costs; it provided call monitoring so that individual lines could be checked for outgoing calls and advertising campaign success could be assessed; Direct India was introduced to key staff and departments, saving customers and suppliers time by not having to go through a receptionist; and a central Voicemail was introduced.

The Success

The estimated costs savings have been reduced up to 30 per cent as a result of the Samsung solution. The call cost between the two sites is almost non-existent compared to the old solution where a local call cost was incurred. There has been a reduction in the amount of incoming lines therefore further reducing telecommunications costs.

The other major benefit has been in the productivity gains, now that operations have been centralised, the receptionist can now focus on other duties without having to attend to every incoming call.

The Samsung solution has provided a seamless communications network that has already realised immediate results and is sure to provide flexibility to Lane's operation now and in the future.

Lane Toyota Network Diagram

