

## Harwoods Group Case Study

Harwoods Group are a privately owned Dealer Group based in the South of England with operations in Hampshire, Surrey, Sussex & Kent. They represent Audi, Aston Martin, Bentley, Jaguar and Land Rover.

**HARWOODS**  
group



### Summary of requirements

- Harwood's originally had seventeen legacy telephone systems at each site which were end of sale with the manufacturer and failing on a regular basis with little or no support.
- This was increasingly expensive to maintain and a big risk to the business that relies heavily on sales and service calls. The company looked to make huge improvements in reliability and efficiency by integrating all locations onto one single system.
- The company's workforce consisted of mobile and remote workers who need to be tracked, recorded and reported on whilst on the move and working away from the office.
- High on the company's agenda for a new phone system was to ensure business continuity, mitigate the risk of losing telecommunications services and reducing total cost of ownership.

### Solutions and services provided

- Avaya IP Office Server Edition 9.x Installed across two sites (the second site capable of handling all call traffic in the event of head office system failure).
- Legacy ISDN telephone lines migrated to SIP trunk across the primary and backup site (telephone numbers automatically routed to second site in the event of head office failure).
- Avaya One-X Mobile solution provided for iPhone and Android smart phone client.
- Microsoft Lync Integration for telephone presence and call control.
- Avaya Voicemail Pro software installed across the two sites (second site capable of handling all call traffic in the event of primary site system failure).
- Xima reporting software that reports on real-time agent state, calls in queue, calls answered, time to answer, talk durations, missed calls.
- Bespoke CRM integration with Pinewood Pinnacle dealer management system.

### Business Benefits

- Business continuity achieved by converting legacy ISDN lines to resilient SIP trunks and providing backup telephony services across two sites.

- Reduction in costs achieved through SIP trunk line rental, call charges and hardware maintenance and support. Calls between offices, remote workers and mobile workers are now free of charge.
- Mobile and remote workers have mobile smart clients. Every call made out of office is routed, reported, and recorded centrally. Workers are GPS tracked.
- Head office is now efficient through presence, state and awareness of all colleagues through MS Lync integration and call control.
- Harwood's sales and service lines are now managed more effectively as they are measured and reported on in real-time through Xima reporting software.
- CRM integration has meant greater automation providing efficiencies, customer service levels and retention.

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