INTER-TEL®

Case Study

Conicelli Auto Group Conshohocken, Pennsylvania

BUILDING A STRONG RELATIONSHIP– A VEHICLE FOR BUSINESS SUCCESS

Conicelli Auto Group is a multifranchise automobile dealership in Southern Pennsylvania that sells over 8,000 new and used cars each year. The company is a diverse and ever-expanding business featuring five automotive brands, including Honda, Mitsubishi, Nissan, Scion and Toyota. As a full service, bustling facility, Conicelli prides itself on providing expedient and thorough service and making the car buying and ownership experience trouble-free for their customers. One of the keys to Conicelli maintaining high customer service levels is streamlined and reliable communications.

Several years ago, Conicelli was dissatisfied with the service of other communications providers, which led them to discover Expert Technology Associates (ETA) and an Inter-Tel advanced communications platform. Ed Terry, ETA account manager explains, "Conicelli is a diverse car dealership with many locations. They're constantly moving, growing and changing." Their investment in an Inter-Tel platform provides Conicelli with a flexible communications foundation to build upon, as their business needs change.

Over the years, Conicelli has come to rely on ETA to take care of all of their communications requirements. Since Inter-Tel and its Authorized Providers, like ETA, offer a wide range of managed services, which focus on voice and data network design, peripheral products integration, voice and data traffic provisioning and financial solutions packages, ETA was able to address Conicelli's unique business challenges.

THE BUSINESS CHALLENGE– INTERRUPTION OF SERVICE

Conicelli received word that their local and long distance carrier was going out of business. Jack Monteleone, director of parts and services at Conicelli explained the dilemma, "For a large, multilocation operation like ours, it was big trouble. We had only 30 days to investigate other carriers and find a solution."

THE INTER-TEL SOLUTION

Conicelli made one call to ETA, their Inter-Tel Managed Services provider. ETA was able to secure a new local and long distance provider within 30 days and reduce their monthly charges.

"ETA said they were going to give me service when we signed up with the phone system. And, when it came time and we were in trouble with our local and long distance service, they jumped right in. They got involved. They made a recommendation. They followed it through to the end. And today, our company is saving between $6,000 and $7,000 a month in local and long distance service," exclaimed Monteleone.

FAST FACT...

Inter-Tel's Managed Services program helped Conicelli save between $6,000 and $7,000 a month in local and long distance costs.

THE BUSINESS CHALLENGE–CONNECTING REMOTE FACILITIES

Conicelli Auto Group faced another business challenge recently when they moved their Mitsubishi store to their main Conicelli Autoplex location; however the service and parts department remained at a separate facility miles away. They wanted to network the remote service and parts department to the main communications system, so they contacted ETA and asked them to price a third phone system.

THE INTER-TEL SOLUTION

Ed Terry, ETA account manager explained, "As we dove deeper into it, we understood that IP technology in the form of IP phones would be the best solution." ETA explained to Conicelli that an IP (Internet Protocol) solution was the logical and more cost-effective choice, in lieu of adding a new phone system. Terry continued, "We sat down with Conicelli to explain everything—why IP was the right solution and how it would work. They already had a point-to-point T1 and routers, so we took into account all of the technology they already had in place." Since Conicelli already had an Inter-Tel platform enabled for IP technology, they were able to seamlessly and easily connect the two locations together.

Jack Monteleone commented, "It took about a day to do and it was the best idea that I'd seen. That's one of the reasons why we went with the Inter-Tel phone system—because of the flexibility. We had no idea the IP phones were available until ETA told us. It really served our needs."

"Conicelli got the benefit of cost savings and received every function, feature and benefit they wanted. That is what being a Managed Services provider is all about," said Ed Terry.

WHY INTER-TEL

"I think that Conicelli Auto Group selected Expert Technology Associates along with the Inter-Tel platform because of our Managed Services approach. We were able to explain to them that our true value proposition was to be their communications department—as if we worked right there in their building and solved and served all their needs with regard to their entire communications platform. They enjoyed the fact that we'd be able to handle everything as basically a one-stop shop," explained Craig Marowitz, president of ETA.

Monteleone concluded, "The greatest benefit of becoming a business partner with Inter-Tel and Expert Technology Associates was the fact that it has helped us increase our business and satisfy our customers."

A video of this case study on CD is available upon request (Part # 835.2818).

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