



Warners Motor Group is one of the largest privately owned franchised motor dealers in Gloucestershire representing three brands – Peugeot, Citroen & Isuzu and have newly refurbished sites in Gloucester & Tewkesbury.

The Challenge

When Warners decided to close their Cheltenham Citroen site and relocate it to the existing site in Tewkesbury moving all of the staff from all departments they were faced with a challenge to ensure business continuity. The biggest concern was retaining existing telephone numbers to ensure all customer's calls would continue to route to the relevant departments. RHM advised Warners to consider how they could utilise their services to combine calls. The key difficulties lead in how calls would be handled inbound, with them being routed correctly to Gloucester or Tewkesbury. With no previous data to measure any form of lost calls and activity, including peaks in voice traffic throughout the day; this was of paramount importance to implement.

Mark Jones, Director said: *“RHM Telecommunications has been great, our challenges started to reduce once the new LG Cloud Telephone System went live, enabling all our Cheltenham calls to be routed to the correct site as no cost to us. The fact that we could utilise our secure internet connection for voice traffic, meant cost savings on landlines and calls. We have an excellent, cloud-based phone system in place which has given us flexibility using IP DECT, allowing our sales team to roam the site with customers. We now have access to statistics, which helps us to monitor our growing business using key information made available to us. I can wholeheartedly recommend RHM Telecommunications to any business looking to improve overall communications. The staff are very friendly, helpful and our queries and issues are resolved very quickly.”*

The Solution:

Warners Motor Group contacted Michelle Holloway.

RHM recommended the LG Cloud hosted telephone system based on the requirements of the organisation.

LG Cloud enabled Warners Cars to use a cloud-based telephone system with the following benefits:

- Comprehensive management reporting and statistics on calls in and out
- Effective call routing across all departments
- Complete business continuity
- Flexibility to roam the site using IP DECT
- Substantial savings on calls and maintenance costs
- Call recording of all calls
- Automatic Call Distribution