



Our Customers Speak for Our Solutions

An OAISYS Case Study



Circle BMW in Eatontown, New Jersey is one of the top BMW dealerships in North America. As a high-volume dealer of high-performance cars, they strive to deliver superior customer service, ensuring that the customer experience at their dealership is smooth, efficient and consistent.

When their previous, subscription-based, call recording provider no longer met their needs, Circle BMW turned to OAISYS ELITE Reseller ATC Voice/Data in Atlantic Highlands for a new solution. ATC recommended Tracer, the professional interaction management call recording solution from OAISYS. Tracer automatically records, stores and organizes telephone conversations, providing multiple benefits to any business call center environment. Call monitoring, playback and evaluation, report generation, search functionality and much more can all be conducted through the highly intuitive user interface.

Circle BMW has approximately 100 employees and four persons staffing the call center at any given time, handling roughly 500 calls a day. As a result, providing accurate information and top-quality customer service is an ongoing challenge. Tracer's call recording capabilities allow Circle BMW to train their staff using actual customer interactions, making it easier to meet the needs of their customers.

"Tracer has been rock solid," said Dave Reinhold, Circle BMW's network administrator. "We use it mostly as a training tool. You monitor conversations with customers and you can tell your people, 'Rather than saying things this way and possibly giving the customer a bad impression, maybe you should say this instead, and approach the conversation from a different angle.' It really helps us deliver consistently excellent service to our customers."

Circle BMW Eatontown, New Jersey

Reinhold added, "Many times people don't recall what they actually said. When you can review the call as it actually happened with them, you get rid of any resistance and it makes the message sink in better with employees."

Regarding ATC, Reinhold said, "They really are a bunch of great guys. Whenever I've called them, they've really helped me out. If we have a problem and ATC has to get on the phone with OAISYS, it gets taken care of and solved. Obviously, whoever is on the other end of the phone at OAISYS really knows the product."

One aspect of OAISYS service Reinhold has made particular use of is the extensive amount of information on the website and affiliated support site. "I find the OAISYS website extremely helpful. I can answer most questions myself by going to the website and going through the FAQs, the documentation or watching the videos. Then, for that last question, if I call ATC and they get in touch with OAISYS, I always get an answer rather quickly. I can't praise the OAISYS website enough."

Reinhold was equally impressed with the seamless integration of the Tracer solution with Circle BMW's phone system and automatic call distribution package, "When you look at everything else, it's just about as flawless as you can get."



To find out more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com.

OAISYS
7965 South Priest Drive, Suite #105
Tempe, AZ 85284
888.496.9040

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