



#### RETAIL/AUTOMOTIVE SUCCESS STORY

## Headquarter Toyota Implements Unified Communications across Locations to Drive Cost Savings and Productivity

### CHALLENGE:

- Headquarter Toyota needed to improve communications across locations while adding depth and ease to the ways employees interact with each other and with customers.

### SOLUTION:

- The dealership replaced a Nortel Meridian PBX system with a ShoreTel Unified Communications (UC) solution, comprising: ShoreTel IP telephones, models IP 115, IP 230, IP 265, and IP 565; ShoreTel Voice Switches, models 90, 90V; ShoreTel Professional Communicator

### BENEFITS:

- Provides the dealership with a cohesive delivery of services across the entire organization, which expedites the sales process, connects staff at both locations, and makes transactions more comfortable for customers.
- Save costs by reducing travel, enabling 4-digit dialing between locations, intuitive desktop productivity tools, and requiring less staff to manage the phone solution.
- Enables Headquarter Toyota to communicate more effectively with tools such as instant messaging (IM), fluid chat options, Presence features for improved call visibility, video conferencing for collaborative face-to-face meetings regardless of location, and the Find Me feature for reaching mobile staff.

A growing auto dealership uses ShoreTel Unified Communications to connect two locations for scalable VoIP, streamlined work processes, and improved customer interactions and staff efficiencies.

For Headquarter Toyota staff, helping customers find the best automotive solution is both art and science. Built with a 22,000 square foot facility and state-of-the-art showroom nearly a decade ago, Headquarter Toyota was the first dealership of its kind in the United States to combine progressive architectural design and pioneering technology to enhance the customer experience. Located in Miami, Florida, and ranked within Toyota's top 20 volume dealers, Headquarter Toyota is a thriving family-owned dealership offering new, used and rental car and truck services and outstanding customer service. Recently the company expanded to include a second dealership location in Central Florida, more than 200 miles away, and the need to unify business communications became paramount.

"We want all of our associates to be trained and equipped with the tools that provide outstanding service to the people who walk through the doors. Because we pride ourselves on never losing a customer, and always operating with integrity and a smile,

we knew that having a single modern Voice over IP telephone system would be critical to that momentum," says Judy Serra, controller and assistant general manager at Headquarter Toyota.

### Jangling the Keys of Change with VoIP

With two locations and now 300 employees, the company sought more efficient ways to conduct meetings and expedite staff interactions while fostering a cohesive working environment. While Headquarter Toyota has always utilized technology innovations to support sales staff and facilitate efficient processes, its existing phone infrastructure was decades old but had sufficed for the one location.

The second dealership, Headquarter Honda, is a new facility that has achieved the prestigious Leadership in Energy and Environmental Design (LEED) platinum certification awarded by the U.S. Green Building Council, the national benchmark for high-performance green buildings. From a vegetation-covered roof that



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helps generate the building’s power to reclaimed water tanks, Headquarter Honda is all about efficiency.

Serra wanted to build upon the tech-savvy and environmentally friendly strengths of the dealerships with the right VoIP solution. “We wanted to connect the two sites and add a dimension of productivity tools, such as 4-digit dialing, screen pops, chat and instant messaging, to make daily work interactions uncomplicated and meaningful. We needed to ensure that a new IP solution would fully integrate with our ADP and other industry applications without causing any extra work for users. And having a video conferencing component could alleviate the cost and time for staff to drive the long distances for company meetings,” she notes.

To help shape a VoIP solution for Headquarter, Serra enlisted the help of TeleSwitch. TeleSwitch, a ShoreTel and bridgeSpeak Reseller, proposed a turnkey solution offering the advanced IVR functionality of bridgeSpeak with the ShoreTel UC platform to help HQ Toyota deliver unparalleled customer service. ShoreTel has partnered with automotive specialists bridgeSpeak and OAISYS so automotive companies can choose best-in-class communication applications that meet their specific business needs. Armed with the list of requirements, Headquarter considered demonstrations and proposals from all the major telephony vendors, including Avaya, Cisco, Mitel and ShoreTel.

“We compared features, pricing and support factors. While each vendor had some of what we were looking for, only ShoreTel offered a compelling whole solution—the simplicity of the user interface, the scalability of the infrastructure, and a sophisticated yet easy-to-manage IP architecture—even the demo was simple and smart. The demos from other vendors either didn’t work properly or needed more products. The ShoreTel demo just plugged in and two minutes later, it was up and running and everything worked as we’d hoped,” Serra says.

**Adding VoIP Horsepower with ShoreTel Unified Communications**

Deploying a ShoreTel Unified Communications Platform enabled Headquarter to transform how employees

can interact with each other and with customers. As part of the ShoreTel UC Platform, core software provides users with intuitive and essential capabilities such as voice routing, automated attendant, unified messaging, reporting tools and robust workgroup functionality. ShoreTel Director gives IT administrators a single web-based management interface for visibility and point-and-click control across the scalable IP architecture. Consequently, Headquarter is positioned for lower TCO and greater work productivity.

ShoreTel Voice Switches were installed at each location for redundancy and reliable networked communication across the company, so that both sites can work independently in the event of unforeseen outages. ShoreTel IP Telephones were installed, including models IP 115s, IP 230s, IP 265s and IP 565s, to address Headquarter’s diverse call handling requirements with phenomenal clarity and to allow 4-digit dialing. ShoreTel Professional Communicator is also part of the solution, added to help users exploit the power and flexibility of the VoIP infrastructure with a full suite of productivity data and voice tools. ShoreTel systems are built from the ground up with a fully distributed IP architecture and no single point of failure for high availability of systems across the dealerships.

“Originally, we were concerned about how to handle the cut over and also the training because we needed the old phones to stay up for inbound calls while implementing the ShoreTel system. Our partners made sure we were able to have both systems running during implementation so that staff had time to start using the new system while handling calls on the old system. And we had no interruption of service at the cut over. That was great,” states Serra.

On the teamwork involved to orchestrate the VoIP strategy, Serra had no shortage of accolades. “This communication transformation has been an amazing experience for our Headquarter family. A great team has been assembled across the board. I have been so pleased with every person that I’ve met who works at ShoreTel. And the professionals at TeleSwitch and bridgeSpeak have been so accommodating and outstanding,” she says.



## Revvng Productivity with Chat, Screen Pops, Video and More

Some of the tools that Headquarter employees quickly embraced include the Chat and the Screen Pop feature provided by bridgeSpeak. "Chat helps the sales team when they are conducting a customer sales transaction, keeping the interactions and negotiations fluid between our associate and our customer—rather than the associate having to leave the desk several times for approvals or such, which can be disruptive or uncomfortable for the customer. Chat also facilitates easier real-time interface between employees, which can be accelerated to a phone call from the same screen if needed. Screen Pops are also important for our sales and service departments, and for the rental car program," Serra says.

Also becoming central to the new way of working at Headquarter Toyota and Headquarter Honda is ShoreTel Video Conferencing which is part of ShoreTel Professional Communicator. "Video conferencing allows us all to attend the same sales meeting without the need to travel. So we're building closeness among staff while saving money. The same is true for our accounting and HR departments—they can coordinate and hold meetings without getting in their cars, and still enjoy the face time, the team building," Serra continues.

## Moving Forward for Improved Cost Savings and Productivity

The Headquarter family is already reaping the benefits of its ShoreTel UC Platform, from cost savings and efficiencies to readily available productivity tools. "Since deploying the solution, we've seen savings in travel costs, calling costs and in personnel costs. The practical tools and the 4-digit dialing contribute to the effectiveness of all our staff, and we have a new dimension of predictive and intuitive communication. And because the ShoreTel system is so straightforward, we only need one person to manage the phone system rather than one for each location. As a result, we're simply spending less and getting more," Serra explains.

Moving forward, Headquarter plans to continue serving its communities and possibly expanding with additional dealership locations. "One of the more significant cost saving factors will materialize as we expand our dealership family. With the ShoreTel architecture that is so effortless to scale, we can save as we grow on both equipment and complexities with quick rollouts to new locations. ShoreTel has helped us achieve a more uniform delivery of customer service across our entire organization, and a better way to work," Serra concludes.

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Headquarter Toyota

## About ShoreTel

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit [shoretel.com](http://shoretel.com).

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