

Driving connectivity in the automotive world

Sam Pack Ford Dealers

SITUATION

Sam Pack Ford has been a trusted name in the Texas car dealership space for decades. As such, they've come to expect efficiency and excellence at every level of their service, including their telecommunications systems. But such rapid growth saw complications with scalability and service in their current provider. With an impending site move on the horizon and an antiquated phone system, they needed a custom solution that could bring reliability and continuity each and every day. As a trusted consultant for over 2 years, SpectrumVoIP offered a unique and modern solution in the form of a Voice over IP system.

CHALLENGE

The ownership group needed to modernize their network, as they had been relying on an outdated and expensive system that wasn't living up to their necessary standards. Maintenance was slow, expensive, and elusive, causing a real hit to their bottom line. If their lines went down for even 10 minutes, it could mean over \$100k in jeopardized sales. Not only that, but as they looked forward to a site move, it was vital that the new solution not require massive investment in infrastructure.

SPECTRUMVOIP SOLUTION

With over 2 years of consulting experience by Sam Pack Ford's side, SpectrumVoIP was able to craft a system that fit each and every one of their needs. They took the lead on modernizing the entire network and ISP, choosing a hosted PBX system that completely replaced their current phones, routers, and switches. This placed every dealership location under one system, giving them access to unlimited training and customer service at a moment's notice. And best of all, they were able to sign on without any upfront costs, giving them access to savings from day one.

OUTCOME

- Outfitted brand new showroom with modern, color-screen phones
- Provided instant cost savings and zero maintenance costs
- Connected each location under one easily-managed solution
- Created a dual failover that ensured service continuity at all times



INTRO

- Award-winning, top-rated Ford dealership
- 400+ Employees
- 6 Locations



"We now enjoy a communications system that enhances customer satisfaction levels, and we anticipate will have a positive effect on our sales and services revenue."

Sam Pack Ford Employee