CLIENT
McGrath Automotive Group

INDUSTRY
Automotive

OBJECTIVES

- Develop a customized solution for entire chain of dealerships

- Streamline operations with advanced call routing

- Simplify management for system administrators

- Provide thorough training for staff and system administrators

- Ensure 24/7/365 white glove service and technical support

Streamlining Operations with a Customized VoIP Solution

McGrath Automotive Group, a chain of car dealerships based in the Midwest, needed to transform its communications to address multiple challenges. The business was held back by a phone system unable to keep up with their ongoing expansion. McGrath's operations were hindered by an inefficient call flow, dropped calls, difficult system management and a staff slowed down by technology.

Problem

McGrath Automotive Group needed to support its chain of 7 dealerships and over 500 employees with efficient, streamlined hosted voice communications. A poorly configured, unreliable phone system was hindering the staff's work. Providing all clients with quality customer service was becoming a significant challenge.

1. Due to misconfigured caller ID settings, all customer callbacks were routed to a single location. This made it difficult for clients to contact their local dealerships. In a location-specific business, the company headquarters was stuck with the burden of transferring all calls to the right dealership.

2. An inefficient call flow setup directed client calls to the wrong department or team. Client calls were sometimes dropped or lost in the process.

3. With a limited admin interface, system management was becoming a challenge. Administrators needed a better tool to update settings and user information.

RESULTS

Customized
VoIP solution to connect all locations and meet the unique needs of each individual dealership

Streamlined
call flow to improve communications across the entire organization and direct client traffic to the right personnel

Simplified
system management with a user-friendly interface for IT staff and system administrators

24/7/365
customer service and technical support

Dedicated
Client Technology Advisor to provide ongoing support and ensure the system grows with the organization

Improved
user experience and thorough training for all end users and system administrators

Solving Challenges with S-NET's Hosted VoIP Phone System

S-NET set up individual meetings with location managers and carefully assessed McGrath's unique business needs. The technical team developed a customized solution and mapped out the most optimal call flow. With S-NET's reliable phone service, advanced system configurations, cutting edge VoIP features, and a mobile application that keeps employees connected, McGrath's 500+ staff was given the tools for successful customer communications.

McGrath saw a significant decrease in lost or dropped client calls. With a streamlined call flow and individual caller IDs for each location, department and user, clients are now routed correctly, whether they are looking to purchase cars, parts or need repair service.

An intuitive, fully capable admin interface enables McGrath's technical team to efficiently manage their system and users as their business changes. They can rely on S-NET's team to go above and beyond to find solutions to emerging needs and ensure that McGrath's staff can utilize all features successfully.

About S-Net Communications

S-NET Communications simplifies business communications to provide companies with a full suite of cloud-based business solutions, from Cloud Phone Systems and Cloud Call Centers to SD-WAN, SharePoint Cloud Migration, Fiber Optic Connectivity and beyond. Since its founding, S-NET Communications has added tens of thousands of subscribers to its cloud communications platform and has built a strong, global customer base. Defined by high-quality customer service and precise attention to detail, S-NET is one of Chicago's leading cloud solution providers.