

## Case Study

### Wilson's Automobiles & Coachworks

Wilson's Automobiles & Coachworks is a new and used car supermarket in Epsom, Surrey. Wilson's has been a family business since 1904 and in that time its philosophy has not changed; to be customer focussed. Not only do they regularly check their prices against competition, all of their cars undergo a detailed vehicle inspection and come with a three month warranty so every customer knows that what they are buying isn't just cheap – it is good value. This customer focus has paid off, with 80% of customers buying their next car from Wilson's and 72% saying that they have recommended the dealership to a friend.

The business has two offices situated just off the M25 in Epsom, and serves most of the UK but mainly South London and Surrey. They are main dealers for Citroen, Dacia, Fiat, Nissan, Peugeot, Renault and Vauxhall, as well as being a large van retailer.

### The Situation

iCS Communications were first called into Wilson's Automobiles & Coachworks in 2003 to install a small Avaya phone system of just 30 handsets into their Peugeot showroom. This technology replaced the old system entirely, but there were relatively few teething problems and the process went smoothly. However, a few weeks later the main Renault showroom caught fire, and with it went the telephony and IT system that served the rest of the site. They turned to their existing successful relationship with iCS Communications for help.



iCS Communications are always approachable. I know that I can pick up the phone any time to ask a question, and if ever there is a problem with one of the systems one of their guys is down here straight away to sort it.

**George Delamere, IT Manager at Wilson's Automobiles & Coachworks**

### The Solution

Because Wilson's Automobiles & Coachworks had been happy with the Avaya system installed in the Peugeot show room, they were confident about expanding this system. iCS Communications installed a further 120 extensions as well as cabling work for a site wide Dect solution covering around five acres. As Wilson's Automobiles & Coachworks have expanded, iCS Communications have ensured that their telephony system expands to keep up with an increasing volume of customer calls and the addition of more offices. Eventually this meant replacing the Avaya system entirely with a SpliceCom S8000 pure IP soft system.



### About iCS Communications

iCS is an independent supplier of business telecoms, data and energy to UK businesses. With more than two decades' experience, we provide you with value for money by offering the essential services you need to operate efficiently.

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Wilson's Automobiles & Coachworks needed to be able to more deeply analyse their customer data and this new system allowed them to do that with a modular business management system that combined historical reports with integrated call recording and real-time wallboards / dashboards. This fully integrated Voice Processing system also offered Voicemail, Unified Messaging, Auto Attendant, IVR, Call Recording, Meet Me Conferencing and In-queue Announcements. This system also allowed Wilson's Automobiles & Coachworks to be really flexible in the way that they worked; existing smart phones, home telephones, laptops and tablets could all be connected to the SpliceCom S8000 system as fully featured extensions.

iCS Communications saw that the Dect System also needed updating, replacing it with a site wide Meru Wi-Fi solution that supported both voice and data across the whole site. One particular appeal of this solution for Wilson's Automobiles & Coachworks was its flexibility; it offered Wi-Fi coverage for SIP trunk phones, laptops, and mobiles and it could also be made securely available to customers.

### The Result

Wilson's Automobiles & Coachworks were very happy with the systems installation. Wilson's are just moving onto the next phase of growth with a new showroom at the other end of the trading site.

This growth had been anticipated, and the geographical flexibility of both the SpliceCom S8000 system and the Meru Wi-Fi solution made it very easy to roll them out to the new site. iCS Communications are also

involved with the cabling and infrastructure installations and setting up BT point to point connectivity between the sites.

The technology has been delivered efficiently and worked successfully, but the stand out advantage to working with iCS Communications has been the close relationship between the two businesses. George Delamere, IT Manager at Wilson's Automobiles & Coachworks, said, 'iCS Communications are always approachable. I know that I can pick up the phone any time to ask a question, and if ever there is a problem with one of the systems one of their guys is down here straight away to sort it. In the last 12 years we have completely replaced our telephony and IT systems and it would have been easy to switch to another supplier, but the customer support provided by iCS Communications has been invaluable and I think we'd struggle to find that elsewhere.'

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