



# Bringing the signal inside for Mercedes-Benz

## Case Study

Mercedes-Benz refurbished their dealership site in Brentford, UK with modern architecture for better customer experience. However, the refurbishment resulted in customer and staff complaints due to poor mobile signals. We were delighted to provide an effective and cost-efficient Signal Booster solution that helped the team overcome the operational hurdles.

### Business Needs

Staff inside the dealership were complaining about the poor coverage. Impacting productivity, hindering making and receiving calls to and from their customers.

Mercedes-Benz IT team wanted to find a solution to their poor in-building signal. They first approached their network operator provider however their suggested solutions was too expensive and restrictive of operator change in the future. Mercedes-Benz re-evaluated their requirements and wanted a solution that could be changed if they ever moved networks. They contacted Litenet for a cost-effective solution that would bring their strong outside signal in.

### The Problem

Located within West London's highly populated area and near to the M4 motorway, you wouldn't think a poor mobile signal would be an issue! Although the signal outside of the dealership building was receiving 4 to 5 bars of mobile signal, inside was a different story.

The newly redeveloped dealership was constructed with modern construction materials including heat-reflective glass, reinforced concrete, metal cladding, and vast amounts of insulation. All these building materials have an impact on blocking the signal from entering the building.



### Mobile Signal

Improve mobile signal within the dealership



### Single-Signal Solution

Improving signals for staff with corporate mobiles



## The Solution

As a certified Cel-Fi reseller, Litenet had extensive knowledge of our signal solutions which they matched with their knowledge of the current cabling of the site in identifying the suitable products meeting the requirements set out by Mercedes-Benz.

Working with the IT team, Litenet installed Cel-Fi QUATRA 1000 boosting O2 signals. This network-safe solution not only ensured full inbuilding coverage but also provided network flexibility.

## The Results

As soon as the signal booster was installed there was an immediate increase in signal.

Increasing productivity the signal booster installation enabled customers, guests, and staff to experience full coverage, as well as eliminating complaints.

Impressed with the results Mercedes-Benz have now planned for a further four signal solutions to be installed in the other Mercedes-Benz locations. Improving the signal across their fleet of dealerships.



## Business Benefits



Improved Signal



Single Network Coverage



Full Mobile Coverage



Improved productivity and performance