



DAVE SMITH FORD

CONCERNS & OBJECTIVES

Dave Smith Ford has been serving WNY since 2006 when the family acquired Al Maroone Ford. They are a leading Ford dealer, and sell and service the full line of new and used automobiles and trucks. They had a number of concerns regarding their communications and building security. Their phone system vendor had reduced staff, making support less reliable. They had recurring problems with phone devices, and their Business Development Center struggled to get accurate reporting to enable better management of staff handling inbound calls. They desired more flexibility in making changes to announcements, and having visual access to staff presence. In addition, there was a significant interest in physical security to monitor the perimeter of the building as well as areas within the complex. There was also a need to optimize its carrier services to ensure top performance in product and financial results.

AIS SOLUTION

AIS prepared a solution that included new desktop devices, new contact center for BDC with better access, simple moves/changes, and reporting that enabled greater efficiency and performance assessment. With the CX Connect product implemented, it provided remote worker option for staff to log in from home. A complete physical security solution was implemented that allows staff to monitor cameras from their offices, as well as from mobile devices. Additionally, we were able to optimize their Metro Ethernet service by increasing bandwidth and reducing overall expense.



Sara Smith, Operations Manager, Dave Smith Ford:

"With AIS, we were able to upgrade our current phone equipment at a reasonable price. As a high volume car dealership it's imperative that our phone system works perfectly all the time with no interruptions and AIS has helped us achieve that goal. As an AIS customer, we avoid many taxes and surcharges and all of the features we need are standard and built in. Support response to alterations is immediate and AIS has made it easy to add to the system where needed."