

# CASE STUDY

## CAR LINK BOURNEMOUTH



### Background and Challenge

Car Link are an independent family owned prestige car dealer with years of experience. their innovative, fresh approach to the motor trade has led to recent expansion into much larger premises in Bournemouth.

The company who were already on a VOIP solution and had adopted the latest technology however felt let down by the lack of service and account management structure, there was no active involvement from the existing supplier to help them get the most out of their technology. With the business growing and increased demand for their prestige cars the business sought to update their communication systems and wanted a provider with a more hands on approach and a true partner to help with the business's communication.

With the business moving to new premises Simplicity Group set about performing a survey of the site to see what connectivity was available and really understand some of the challenges Car Link had, these challenges centred around the fact they were never trained on the previous system so didn't know how to make a change to call flows and getting someone in the company to help them make the changes always seemed difficult with large wait times making it a laborious task. With the new site also being a Service Centre and MOT Centre using exclusive MOT equipment Car Link needed the best Data Connectivity to run the site.

### Solution

Simplicity Group quickly identified Ethernet running a 1GB Fibre Bearer with 200 M/B utilisation as the underpinning solution to run our Hosted Telephony Platform as well as Car Links IT and Data infrastructure. Installing a converged voice and data circuit enables us to ensure HD Call quality at all times and voice prioritisation to ensure the best is class voice quality whilst also allowing the site full network resilience via our partner Gammas award winning business Data network, due to the nature of the site we took the decision to install a Ubiquiti secure MESH solution to ensure full data coverage across the large premises.

Car Link are running Yealink W52P DECT Solutions for site users needing versatility with the site being a dynamic environment users wanted the ability to take calls constantly on the go. Routing calls into the business is done via Simplicity's VOIP solution which is setup to seamlessly pass calls into the correct users, the business operates a 7 days a week opening hours so we have used our scheduling facility to play key information to Car Link customers during out of hours so that customers are pointed towards the business website and contact online platform, during hours Car Link record calls for training and monitoring purposes to ensure their customers continue to get first class support from their sales and service teams, with Simplicity Group utilising Gammas VOIP and Data platforms we are supplying Car Link with a truly first class integrated Telephony Solution.

### Testimonial

Simplicity Group's service has been first class with a true hands-on approach to customer service and account management, from the start the team have been fully engaged in delivering the solution which has outweighed our expectations, after all we were already on VOIP so were intrigued but it's like we have only just moved to cloud with the quality of the service and product delivered by the simplicity team.

I would recommend Simplicity Group to any business that wants great service coupled with a great product. We had a seamless transfer to our new offices and we look forward to continuing to grow in our new premises and working with Simplicity Group for many years.

**Audrey Fiorillo**  
Office Manager  
Car Link

### Jamie Marsh Sales Director of Simplicity Group Says:

*We are delighted to be working Audrey and the team at Car Link Bournemouth, when I met with Audrey via Video call using guest access on our existing Agility Anywhere software it was important to her that she was working with a company that took a more hands on approach to telephony with a track record in delivering quality solutions at an affordable price.*

*We quickly set about analysing the current setup keeping in mind budget and challenges that Audrey was having with her existing solution and how simple and effective communication would help solve many of the issues the business was having, as a Gamma Platinum partner we have the ability to deliver first in class telephony solutions to businesses of all sizes, what really pleases us with this solution is the underpinned GB Ethernet solution allows Car Link Bournemouth to continue their growth with a solution that's truly scalable.*

