



Revving Up Performance

Facts & Figures

The Company

Clare James Automotive Group

The Requirement

Improved customer experience
Management of sales leads
Real time reporting and accountability
Single point of contact for supplier
Seamless installation

The Solution

NEC Univerge SV8100 Platform
NEC MyCalls Call Management
NEC MyCalls Call Recording

Clare James Automotive Group

operate 15 new and used car showrooms across the UK.
Their brands include Volkswagen, Skoda, Nissan, Honda, BMW and Mini.

Formed in 2004, Clare James Automotive Group has established itself as a market leader in the North West. Having acquired Volkswagen, Nissan and Honda dealerships in key locations including Liverpool and Warrington.

The group is totally focused on the customer experience, providing an outstanding service to build loyalty to the brands they represent and The Clare James Automotive Group.



Fulfilling the Requirement

Improved Customer Experience

Clare James Automotive Group is focused on customer experience and, as such, had implemented a company policy that all incoming calls should be answered within 3 rings. However, with their previous system they had no way of auditing their performance. Part of the solution installed by Incom was the NEC MyCalls Call Manager which gathers call statistics such as number of calls received and length of time it took for the call to be answered. The branch manager and receptionist of each site have Call Management Wallboards which allow them to assess performance and implement staff training, as required, and increase cover during busy periods.

Empowered by Innovation



Management of Sales Leads

Of course, new sales enquiries are a key part of any business. Through innovative use of the features of the system, Clare James Automotive Group is now able to track all new vehicle and service enquiries. Once the receptionist has established the nature of an incoming call, it is transferred to a predetermined group on the system, depending on the call type. Wallboard software enables branch managers to view calls by type, and review them via call recording. In this way, managers can ensure that each sales opportunity is maximised.

Seamless Installation

As part of this project Incom's technicians worked closely with each branch manager and IT personnel to install each solution, minimizing disruption and downtime. Even though significant changes were being made to the communication platforms it was business as usual for Clare James Automotive Group.

Real Time Reporting

The NEC MyCalls Call Manager logs all telephony activity for all lines and extensions. The Wallboard display is provided for each receptionist and branch manager. Daily call statistics that include lost calls give management the ability to react in real time ensuring calls are answered and dealt with.

Single Point of Contact

Incom's expert sales and account management team provide all our customers with one point of contact for all their communication requirements. We develop relationships with our customers based on an understanding of how their individual business needs to communicate. At Clare James Automotive Group, this has enabled us to get to know the challenges faced by the business and allowed us to work with key personnel to provide solutions.

See over for more details...

Cost Effective

A cost effective solution and return on investment are usually high on the list of priorities for our customers. At Clare James Automotive Group, the system was supplied to a standard specification across all sites, thereby maximizing buying power and reducing costs. While each solution was scaled to meet the individual needs of a particular site, the standardizing of equipment installation and configuration kept the capital and operating costs of the solution at a very competitive level.

System Management

The flexibility of the system and the reporting tools provided enable each branch manager to make informed decisions about staff roles, timings of breaks (to manage busy times of the day) and training requirements. The impact of being able to monitor and report call activity has helped each dealership to improve service levels and increase sales.



Unreturned Calls

The NEC MyCalls Call Manager logs all calls both inbound and outbound. A report is produced at regular intervals during the day of any unanswered calls where the caller has not redialled or been contacted subsequently. Using this feature alone has enabled Clare James Automotive Group to seize sales opportunities that would have otherwise been lost.

NEC MyCalls Call Recorder

A priority for this customer was to provide a flawless customer experience. The Call recorder ensures that customer service remains of the highest standard and provides an excellent training tool for new and existing employees. It can also be extremely useful in any commercial disputes by providing evidence of verbal agreements. As an integrated solution recordings are available in the same interface as call reports.

Reduce Your Costs and Improve Efficiency

Incom Business Systems has spent 22 years at the leading edge of the business communications industry and our team is made up of highly skilled individuals. Combine this with an extensive, proven portfolio from industry leading manufacturers and you have a single, trusted partner for all your business communication requirements. To find out how you can reduce costs and increase efficiency contact us today.



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