

A Dynamic Solution for St. Louis' Automotive Powerhouse

Company:

Bommarito Automotive Group

Overview:

Due to growth and outdated technology the Automotive Group was in need of a franchise-wide telecommunication upgrade.

Solution:

Phase 1 implemented unified telecommunication system to eight franchises



The Bommarito Automotive Group is an automotive powerhouse in St. Louis with 19 franchises across the Metro area. Keeping communication technology current is imperative to ensure a consistent level of customer service across the dealerships. Staying at the forefront of technology can be costly, which is why the Bommarito Automotive Group partners with Tech Electronics for their communication technology needs and utilizes the company's managed service offerings.

"We offer managed services to our voice and data customers," said Lisa Gaut, Account Manager for Tech Electronics. "Customers lease the systems and we provide software updates, unlimited training, helpdesk support and maintenance throughout the agreement. At the end of the agreement, the customer has the option to purchase the technology or to upgrade to new technology."

With eight of their franchises close to the end of their current lease agreements and the recent acquisition of the Toyota dealership, Tech Electronics recommended upgrading to the Mitel 5000 with Unified Communications instead of purchasing the existing technology. By implementing the new system, under the managed service offering, communication will be streamlined between franchises and unifies the new dealership without raising monthly cost.

Solution

Tech Electronics recommended implementing the new system in phases due to size and design of the solution. The first phase of the multi-site implementation equipped Bommarito South County, St. Peters and Hazelwood dealerships with:

- 319 State of the Art VoIP Phones – extension to extension dialing across all campuses
- Unified Communications gives visibility across all campuses to see presence of who is available

The second phase of the project will include the remaining franchises and will complete the standardization of the Automotive Group's communication technology.

Customer Feedback

"Tech Electronics has completed quite a few projects for the Bommarito Group in 2016, New VOIP Phone systems for our Hazelwood, St Peters and South county platforms. The planning and execution by the sales team which include Lisa Gaut, Susan Crane and the exceptional installation crew made start to finish an easy process. I would recommend Tech for any project because you get great product and on time delivery on your purchase."

Jim Van Hoogstraat
IT Director, Bommarito Automotive Group