



The Blade Group had inherited a number of different types of telephone systems across their sixteen sites. As well as this their existing data network did not provide enough capacity or scalability to deliver the groups ever increasing application and data requirements. Blade were looking for a communications partner that understood the groups long term strategy and was able to manage all of their requirements.



Since launching in 1995 the Blade Group has grown significantly to the point where today it represents eight car brands and seven motorcycle brands from more than twenty dealerships across Gloucestershire, Wiltshire, Oxfordshire and Berkshire.

Challenge

- Mixture of different telephony systems across sites that offered no integration and were expensive to maintain and operate.
- Many sites were suffering from poor connectivity that meant slow access to key business systems causing an impact on business operations.
- Lack of centralised service team for dealing with customer enquiries.

Solution

- Installation of a fully managed MPLS network to link all sites together in a single network. Resilient security solution with hosted next generation firewall and endpoint security solution.
- Avaya IP Office telephony solution installed at each site, linked via the MPLS network for inter-site call traffic and centralised announcement system.
- Centralised contact centre to deal with customer enquiries.
- SIP trunking to replace traditional ISDN lines to provide flexibility and resilience.

Result

- Improvement in customer service with easy internal communication between the sites and centralised contact centre to deal with customer service enquiries.
- Ability to manage and monitor call volumes within the contact centre to ensure the correct level of resource and customer service levels.
- Improved access to key business applications over the MPLS network with much greater network availability, improving business operations.