

# CASE STUDY:

## Conicelli Auto Group

### Conshohocken, PA

*Conicelli Auto Group is a multi franchise automobile dealership in Southern Pennsylvania. The company is a diverse and everexpanding business. As a full service facility, Conicelli prides itself on providing excellent and thorough service and making the entire car-buying experience trouble-free for their customers. A key component of Conicelli's ability to maintain high customer service levels is streamlined and reliable communications.*

*Several years ago, Conicelli was dissatisfied with the service of their communications provider and sought a firm that would provide them with communications solutions that met their specific business needs. It was during this investigation process that they discovered Expert Technology Associates (ETA.)*

#### THE BUSINESS CHALLENGE — INTERRUPTION OF SERVICE

Over the years, Conicelli has come to rely on ETA to take care of all of their communications requirements. However, there came a point when they were told that their local and long distance carrier was going out of business. Jack Monteleone, director of parts and service at Conicelli explained the dilemma, "For a large, multi-location operation like ours, it was big trouble. We had only 30 days to investigate other carriers and find a solution."

#### THE SOLUTION

Conicelli made one call to ETA, who was able to secure a new local and long distance provider within 30 days and reduce their monthly charges.

"ETA said they would find me better service when we purchased the phone system. And, when it came time, and we were in trouble with our local and long distance service, they really got involved. They made a recommendation and followed it through to the end. And today, our company is saving between \$6,000 and \$7,000 a month in local and long distance service," exclaimed Monteleone.

#### AN EVER GREATER CHALLENGE — CONNECTING REMOTE FACILITIES VIA VOICE OVER IP (VOIP)

Conicelli Auto Group recently faced another business challenge when they moved their Mitsubishi store to their main Conicelli Autoplex location, while their service and parts department remained at a separate facility miles away.

They wanted to network the remote service and parts department to the main communications system. As a long time customer of ETA's, Conicelli turned to them for their expertise to devise a solution that would meet their needs today and in the future.

#### THE SOLUTION

Ed Terry, a founding partner of ETA explained, "As we dove deeper into it, we understood that Internet Protocol (IP) technology in the form of IP phones would be the best solution. We sat down with them to explain everything— Why IP was the right solution and how it would work. They already had a point-to-point T1 and routers, so we took into account all of the technology they already had in place." Since Conicelli already had a Mitel platform enabled for IP technology, they were able to seamlessly and easily connect the two locations together.

Jack Monteleone commented, "It took about a day to do and it was the best idea that I'd seen. That's one of the reasons why we went with the Mitel phone system—because of the flexibility. We had no idea the IP phones were available until ETA told us. It really serves our needs."

"Conicelli got the benefit of cost savings and received every function, feature and benefit they wanted. That is what being a Managed Services provider is all about," said Ed Terry.

#### WHY ETA?

"I believe Conicelli Auto Group selected Expert Technology Associates along with the Mitel platform because of our managed services approach," stated ETA's president, Craig Marowitz. Marowitz went on to explain, "We were able to explain to them that our true value proposition was to be their communications department—as if we worked right there in their building and solved and served all their needs with regard to their entire communications platform. They enjoyed the fact that we'd be able to handle everything as basically a one-stop shop. They also recognized that we had the expertise to implement sophisticated telecommunications solutions like VoIP while handling their day-to-day needs."

Monteleone concluded, "The greatest benefit of becoming a business partner with Expert Technology Associates was the fact that it has helped us increase our business and satisfy our customers."