

CASE STUDY:

Wilkie-Lexus Auto Dealership

Haverford, PA

Wilkie-Lexus in Haverford, PA has been recognized as an Elite Dealership with Lexus for 14 years running. No easy feat considering the competition in today's luxury automobile market and a "push-pull" economy that keeps everyone guessing.

To be given the "Elite of Lexus" award means that two important criteria had been met. First, that customer service—satisfaction, sales and service—is second to none. Second, that the dealership exceeded the rigorous Lexus operational and certification standards.

The designation of being an "Elite Lexus" dealership has translated into significant growth for Wilkie, buoyed by a continuing high level of repeat customers. As Wilkie's customer base continued to grow and expand into the far suburbs, they saw an opportunity to build a new Customer Convenience Outlet in Chester Springs, PA. Linda Paoli, the Project Manager at Wilkie-Lexus was heading up this project which included site selection, complete construction and the technology issues.

THE BUSINESS CHALLENGE

Wilkie's priority was to build this state-of-the-art Customer Convenience Outlet with technology that enhanced the level of customer service.

For Linda Paoli, the project began as a very straightforward phone system need and developed into a much more complex network of systems. Said Linda, "When I began interviewing technology service providers it became very evident that we needed to step back and look at the entire technology picture, especially how we were going to communicate between our two locations. That's where and when ETA demonstrated that they had our interests first and foremost."

THE ETA SOLUTION

ETA had a long track record of working with automobile dealerships, enabling them to deliver a complete solution to the technology needs of Wilkie-Lexus. "What really impressed me was the generous time and energy that ETA brought to the process BEFORE I had made any hiring decisions. In fact, ETA was the only service provider to do a complete technology audit prior to being selected. The results of the audit demonstrated ways Wilkie could save money on their existing environment in addition to providing the information necessary to develop the best technology solution.

Once selected, ETA designed an infrastructure at the new site that enabled complete and seamless voice and data integration with the current Wilkie-Lexus site without forcing unnecessary changes and additional costs.

Unlike other companies, ETA did not force Wilkie to adjust to match the product line. They developed the solution to match Wilkie's needs.

The two site integration that was developed is completely fault tolerant with automatic failover and redundant routes built-in for a supremely well protected environment so no customer phone call can be lost, and no critical data application is inaccessible.

Finally, in accordance with Wilkie-Lexus' uncompromising standard of excellence, this new site (Lexus of Chester Springs) had to present a state-of-the-art feeling to customers, something that exudes that Lexus standard of quality. ETA took pains from the wiring and wireless access points, to the data center, right down to the phones on the desks, that the look and feel of the Customer Center exceeded those standards.

THE RESULTS

"We saved money, built a better voice and data network that linked our two locations and ultimately helped us to deliver the best for our customers. In fact, what ETA proved is that they embrace the same Lexus commitment to excellence in customer service as we do," said Linda.

WHY ETA

Don Campbell, an ETA sales associate, worked with Linda. Don commented, "Our mission is to understand all facets of our customer's technology needs and then return with a complete solution built around tested technologies and applications. After meeting with Linda we formed an internal team of experts in each area to complete an audit and paint a complete picture which enabled her to make better decisions with stronger efficiencies and resulting in substantial savings. When we work with our customers we operate as a partner: our focus is to provide detailed analysis coupled with best choices and the thinking behind those choices. That's how good partnerships work."