

## Santa Rosa Auto Parts and Power Industries Offer Customers a Single Point of Contact with Avaya IP Office Solution

### Challenge

Connect six company locations on one phone system using existing T-1 network and push both data and voice traffic over that network. Dramatically reduce telephony expenses for calls between branches. Receive and manage all incoming calls as if customers are calling one location.

### Solution

- Avaya IP Office
  - IP403
  - Small Office Editions
- Avaya IP Office Applications
  - Contact Center
  - Phone Management
  - Voice Messaging with Auto Attendant
- Avaya 4600 Series IP Telephones
- Avaya 4400 Series Digital Telephones
- Avaya 6200 Series Analog Telephones

### Value Created

- Networked six company locations and virtually eliminated possibility of a busy signal when customers call.
- Eliminated need for additional phone lines, phone sets or people to meet increasing call volume.
- Reduced overall telecommunications expense by 30 percent.

Santa Rosa, CA, USA — Santa Rosa Auto Parts (SRAP) is headquartered in Santa Rosa, CA. The company specializes in auto parts and industrial moving parts through both retail and wholesale operations. SRAP, the original company, began serving customers in 1946. A second company – Santa Rosa Bearing Company – was created in 1951 to meet the needs of such businesses as lumber mills that require heavier industrial bearings and sprockets. The second company has since changed its name to Power Industries.

SRAP and Power Industries are separate corporations, but share common ownership.

SRAP has three locations in the city of Santa Rosa. The first is a heavy-duty supply division that caters to trucks. The second houses a retail counter as well as a wholesale division that strictly deals with auto repair shops and car dealerships. The company's call center is also operated at this location. The third Santa Rosa location is a retail store with a walk-in counter.

The company also operates a retail store in Healdsburg located roughly 18 miles north of Santa Rosa.

Power Industries operates two locations – one in Santa Rosa and the other in Napa, CA.

### What Santa Rosa Auto Parts needed in a new solution

In 2004, SRAP began looking for a new phone system. At the time, the company's solution consisted of stand alone Avaya MERLIN® LEGEND and several Avaya PARTNER®

systems in Santa Rosa and Napa, and a Toshiba system in Healdsburg. The company wanted to network these locations to improve customer service and provide a single point of contact for customers. Calls were going into the four different locations, and customers would too often receive busy signals during high volume periods. SRAP also wanted to use Internet Protocol (IP) technology for voice traffic to take advantage of its existing data network.

In the spring of 2004, Ken Thengvall, controller, was invited to a seminar on Voice over Internet Protocol (VoIP) technology. He expected the guest speakers to focus on using headsets and speakers to make calls using a personal computer (PC). But after listening to the seminar's host discuss five separate VoIP systems, Thengvall realized the technology offered much more than just making calls using a PC.

*"VoIP is the answer to something we've wanted for years – the ability to connect our stores with T-1 service and push both data and voice over that connection,"* said Thengvall. *"We also wanted to share a common phone system between all of our branches. We've had a T-1 connection for years between our branches, but were never able to make that voice link. So when that seminar was done, we began*

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*Ken Thengvall, controller*

*our search for the right VoIP solution to install within our company.”*

Five vendors were considered for proposals, and of these the serious contenders were Avaya and Inter-Tel. SRAP's criteria included a solution that wasn't so radically different from the telephony system the company was already using. SRAP also wanted a user-friendly solution with powerful applications and no additional power supply requirements.

*"Avaya IP Office was a great match and not cost prohibitive,"* said Thengvall. *"With its ability to connect our offices and call center applications, the IP Office solution was the answer to our business needs."*

The IP Office solution was installed over four days. SRAP brought up its remote sites as stand alone operations first. The main Santa Rosa location went on-line last. After each individual location was up and running, the remote sites were connected with Santa Rosa. The company now enjoys three-digit dialing between all locations and incoming calls can be managed in ways that are seamless to customers.

## The Solution – SRAP Chooses a True Converged Solution

SRAP chose the Avaya IP Office solution based on ease of integration with its existing data network, the multi-site networking capability, the call center features and the ability to use a wide variety of telephones with the system. After looking at several vendors, SRAP felt that only the Avaya solution offered a true "converged" solution.

In November 2004, an IP403 solution was installed at the headquarters location in Santa Rosa and Avaya Small Office Editions were installed at the three other locations. The headquarters location consists of two separate buildings serviced by the IP403. Centralized applications installed at the headquarters location include voicemail and contact center. A mix of IP, digital and analog telephones deployed at the locations, which are networked using the IP Office small community networking capability with three-digit dialing between the locations.

The call center has 10 agents and two supervisors. All agents use the phone management application with "screen pop" capability to view all customer information data when incoming calls are received and routed. The call center is used for both the auto parts and industrial parts organizations. There are five agents supporting each organization. The Auto Attendant feature is also used and has been programmed to allow the caller to select either Spanish or English language. Once the selection is made, the caller is routed to the appropriate agent.

*"We've seen a significant improvement in service to our Spanish-speaking customers since we installed this feature,"* said Thengvall.

SRAP is extremely pleased with its IP Office solution. The number of customer complaints has dropped significantly. The company has also been able to receive more calls and increased its sales by 20 percent in the quarter after the IP Office solution was installed. Thengvall attributes some of this increase to the new telephone system.

*"With the Avaya IP Office solution, we have reduced our overall telecommunications*

costs by leveraging our Wide Area Network (WAN) for both data and voice traffic," said Thengvall. "The ease of use is amazing and the transition to the system was seamless."

## The Bottom Line – SRAP Dramatically Reduces Telephony Expenses with Avaya Solution

SRAP has dramatically reduced its telephony expenses since implementing its IP Office solution. Overall telecommunication costs have been reduced by 30 percent. Local call costs have been reduced by 16 percent and toll call costs have reduced by eight percent. Overall annual telephone bill reduction has amounted to roughly \$18k annually.

## The Future – SRAP Seeks Better Service to Top 100 Customers and Spanish-speaking Community

SRAP is considering many new ideas for 2006 and beyond. At the top of the list is linking its IP Office solution with a Customer Relationship Management (CRM) software application. Once that connection is made, SRAP is considering plans to assign

a unique phone number to its top 100 customers. When one of these customers calls, the Avaya system would work with the CRM to send the call to the appropriate agent and trigger a "screen pop" with the customer's profile.

SRAP is also planning to begin using the IP Office Auto Attendant feature during off hours to answer calls. A greeting will thank customers for calling and provide an option for leaving a message.

The company is also determined to provide even better service to the large Spanish-speaking population in the area. Currently, one of the options on the Auto Attendant feature is for a Spanish-speaking agent. SRAP is considering unique dial in numbers for its Spanish-speaking customers.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

All statements in this Case Study were made by Ken Thengvall, controller.

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## APPLICATIONS

- Avaya IP Office VoiceMail Pro
- Avaya Compact Contact Center (CCC)
- Avaya Phone Manager Pro

## SYSTEMS

- Avaya IP Office IP 403
- Avaya IP Office Small Office Editions
- Avaya 4600 Series IP Telephones
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## ABOUT SANTA ROSA AUTO PARTS

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## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).