



Fairlane Ford, the premier Ford automobile sales and service dealership in the greater Detroit area, is speeding its customer service with an integrated 3Com® voice and data network. Using the 3Com NBX® Communications System, 3Com SuperStack switches and 3Com network interface cards (NICs), Fairlane Ford is rapidly connecting its new car, used car, parts, service and body shop callers to the employee best able to serve them. By selecting the \$125,000 3Com solution, the dealership also gained management efficiencies and saved \$35,000 in wiring costs over conventional PBX systems.



Founded in 1923, Fairlane Ford is the second-oldest continually operating Ford dealership, and is located in Dearborn, MI, within walking distance of Ford corporate headquarters. Renowned for its attention to customer satisfaction, Fairlane Ford has been named a "Top 100 Ford Dealer" for six consecutive years. The dealership turned to the 3Com solution to maintain the personalized service that built its reputation.

"We have five different departments that use the phone system, and 3Com's networked telephony solution is flexible enough to let employees do what they need to do quickly and effectively to serve our customers," said Joe Walker, Fairlane Ford general manager. "With all our business hours, voice messages, hunt groups and call routing programmed into it, the 3Com system practically runs itself."

#### **Networked Telephony Boosts Customer Service**

Fairlane Ford relies on its 3Com NBX IP-based phone solution to route 5,000 to 6,000 incoming calls per day. The system's automated attendant allows Fairlane Ford to provide streamlined telephone menu choices for each department. Its hunt groups ensure that callers are connected as quickly as possible, in queue if necessary, to the next available employee – a critical capability for Fairlane Ford's used car department and its high-traffic parts department, which receives 40 to 45 percent of the dealership's calls.

Using the 3Com voice system, incoming callers who select "new cars" can reach a sales directory or an operator, or can bypass these choices to dial a salesperson's extension directly. Service department callers can reach staff able to answer status queries or an automated menu of the dealership's service riders. Body shop callers get a menu offering choices for all three managers as well as a general department number.

"Our service is based on personal contact, and the 3Com networked telephony solution enables us to rapidly serve our customers with minimum wait and frustration," said Walker. "We've improved our efficiency using 3Com systems."

#### **Integrated Voice and Data Communications**

Fairlane Ford deployed the NBX system to help its sales, parts and service departments manage their incoming call traffic. Having previously relied on a peer-to-peer PC network and a Lucent System 25 PBX, the dealership needed separate wiring for each phone, PC, and dumb terminal used to access the dealership's ADP mainframe system, resulting in unsightly tangles of cord at each desk. Fairlane Ford sought an easily managed and supported networked telephony system with enterprise-class features, superior call routing and minimal wiring.

After evaluating solutions from Lucent, IBM and other vendors, Fairlane Ford chose the NBX Communications System for its value and flexibility. The dealership appreciated the solution's comprehensive feature set, highlighted by the auto attendant, which it easily customized to satisfy the needs of its sales, parts and service departments. Fairlane Ford was also impressed with 3Com's NetSet™ utility, which enabled it to effortlessly configure and control the phone system on-site or remotely via a Web browser, without a need for specialized employees or consultants.

Fairlane Ford's 3Com NBX 100 system runs on a 3Com Fast Ethernet local area network (LAN) consisting of 12 3Com SuperStack 3 Switch 3300s.

"3Com's high performance systems have been a tremendous help in allowing us to deliver more personalized, cost-effective service while meeting the challenges of increased call demand," Walker concluded. "With the 3Com solution, we now have the power and flexibility to continue to meet that demand for many years to come."