

# Reed Autos



## The Customer

Reed Autos was founded in 2012 with a small stock of 10 vehicles for sale and have expanded rapidly since then, currently holding a stock of more than 200 vehicles. Their aging telecoms solution was no longer fit for purpose and was struggling to keep staff around the site connected to each other.



## The Challenge

- Required a future-proof solution that could easily manage a high volume of outbound calls
- WiFi signal across the Reed Auto site is inconsistent, therefore seeking connection options via mobile data
- Seeking options that would allow them to use their legacy handsets
- Provide reporting and analytics for management teams



## The Solution

- iPECS Cloud
- iPECS 1040i handsets
- iPECS Cloud Mobile



## The Benefits

- Implementing iPECS Cloud means Reed Autos can easily scale the business by adding new users as they continue to push forward with growth targets, all while remaining in control of costs and maximising efficiency
- iPECS Cloud Mobile enables users to simply and efficiently keep in touch with the office and their colleagues without calling through the main Auto Attendant
- Integrating seamlessly with the iPECS Cloud, a third-party call analytics and reporting platform has given Reed Autos visibility of real-time call data and a customisable wallboard to meet their business needs whilst ensuring the highest level of customer service is delivered

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The Ericsson-LG system helps link all of our departments together and it helps us deliver a huge amount of cars to customers each month. We use the Ericsson-LG system to integrate each department together and keep the communication following. ”

Jason Drury,  
Reed Autos