

A Closer Look at Sport Compact Only

Vodavi XTS Phone System with Digital Voice Mail, ACD and IP Phones

30 Stations, 1 Location



Concerns

Sport Compact Only (SCO) is an Internet retail store that supplies automotive parts and accessories for the rapidly growing 4 and

6-cylinder import and domestic market. Enhancing the sport of automotive performance since 2002, SCO, a Phoenix, Arizona-based automotive and motor sports marketer and merchandiser, carries over 30,000 parts consisting of name brand product lines to help racers and car buffs with any interior, exterior or engine modification.

Since SCO launched its online store several years ago, our business operation has experienced tremendous success and incremental growth. Our business model consists of heavily interfacing with customers and selling products via the Internet and the telephone versus face-to-face contact at a storefront, therefore, data and voice communications is our lifeline to success. At the onset of SCO, we purchased a telephone system we believed would meet our ongoing needs for years to come. As the company expanded, we quickly realized the phone system would not support future growth. The system began to exhibit limitations and its inability to support add-on productivity enhancing applications became a business detriment. A market search for a high-performance, cost effective communication solution that could handle our expansion and changing business requirements became a top priority.

Impacts

Answering customer inquiries, identifying parts and selling product are the mainstay tasks we conduct as an Internet marketing company. Our reputation is built on providing exceptional customer service over the telephone and on the Internet, so adhering to strict standards is key. As SCO began its marketplace ascent, we felt the original phone system was hindering employee productivity. We outlined four keys areas that had to be addressed with the new communications solution: voice mail, auto attendant capability, automatic call distribution (ACD) functionality, and ability to adopt new time and cost saving digital and IP applications.

Call center activity is the hub of our business so we also identified the need to better manage and monitor the call agents. Are the agents performing at acceptable company standards? How long are calls waiting in queue? Do we have a high call abandonment rate? To get the most from our investment in human resources and technology we had to acquire better call center performance statistics to assure we were maximizing business potential.

Consumers shop over the Internet day and night so we also needed a way to expand weekend and evening service coverage utilizing our existing staff rather than hiring new employees and incurring incremental business costs.



To maintain our competitiveness in the marketplace, we sought a comprehensive solution that was easy to use yet delivered the necessary technology tools to enhance employee productivity and increase customer service while sustaining our entrepreneurial spirit of valuing fiscal responsibility.

Solutions

We contacted InterTech Communications Group in Phoenix, Arizona to develop a recommended solution that would meet our budgetary and productivity requirements. InterTech recommended a solution based on Vodavi's suite of communication solutions. The primary reasons we chose InterTech and Vodavi were the affordable price, extensive call center reporting package capabilities and ability to co-mingle the use of digital and IP technologies.



The core of the Vodavi solution is the Vodavi XTS communications system, which is installed at our headquarters/call center facility. InterTech chose the XTS or eXpandable telephone system because of its ability to utilize the latest voice and Internet technologies. The XTS is a compact, stackable solution that supports businesses ranging from 2 stations to 600 ports and offers many useful communication features. As a business grows, the XTS simply expands with a business, preserving capital investment. Depending on business dynamics, the XTS can easily add optional applications such as unified messaging, networking, CTI, ACD and VoIP.

We also installed other ancillary solutions to complete our new infrastructure. Those added products are the PathFinder digital voice mail/auto attendant, Discovery Manager^{Plus} and Vodavi IP phones.

The digital PathFinder voice mail and auto attendant solution provides each employee with an individual mailbox for more efficient communications, and the auto attendant helps route calls quickly to an intended party while providing flexibility to customize greetings and messages. For example, SCO sponsors race events throughout the year. With PathFinder, we can easily change system menu prompts to route callers to event information as well as program multiple greetings for day and night service.

Most of our business is driven across the web using IP; therefore, we insisted on evolving our communications to take advantage of the benefits of IP technologies. The use of Vodavi IP Phones for the XTS allows customer service agents to man the call center remotely while at home on evenings and weekends. The agents on-call simply bring the IP phone home, thus providing them with complete access to all the features of the phone system as if they were sitting at their desk at the office. If a call is routed to one of the remote agents and his or her line is busy, the call is automatically routed across town to another agent that is available. SCO benefits from this approach because now we have complete phone coverage around the clock and customer service agents can work from home, eliminating the need for them to drive to the office outside of normal business hours. Overall, we are extremely excited to have made the first step of utilizing IP for voice within our business. The implementation of the IP phones was fast and easy, and agents claim there is no latency and everything works flawlessly.

The comprehensiveness of the ACD software package has markedly improved our decision-making with respect to call center activities. Vodavi's Discovery Manager^{Plus} allows us to formally capture call center related call handling activities and monitor our agents for improving customer relationships. A Windows-based management tool, Discovery Manager^{Plus} incorporates sophisticated real-time and historical reporting as well as forecasting capability. It visually displays to supervisor and agents up-to-the-minute information on call handling activities.

Now we can keep track of all sales calls, how many calls were abandoned, determine the length of time agents are spending on the phone with customers, generate custom reports, determine what percentage of business is conducted over the phone and more. We use this business intelligence to help us make informed organizational decisions and improvements.

Knowing the Vodavi XTS can support a multitude of business applications gives us a level of comfort that we made the right decision to go with Vodavi and that their products will grow along with us.

Benefits

- Improved customer communications
- Enhanced productivity
- Faster, better call handling at main facility or at remote locations
- Enhanced customer satisfaction
- Simultaneous use of digital and VoIP technologies
- Reduced service issues with single vendor solution
- Ability to quickly adapt and add technology to changing conditions and requirements
- Installation of industry, reliable phone system

"When your business entails phone and Internet sales, purchasing a new phone system is a critical strategic investment. The Vodavi phone system has delivered the flexibility and reliability we need to enable our company's future growth. Specifically, the capability for our sales staff to work at home on weekends using remote IP phones allows us to cost-effectively extend our hours of operation, increase sales, improve customer service and keep a leg up on the competition. The ability for SCO to implement both proven traditional and newer IP applications at a reasonable cost is why we selected InterTech and Vodavi as our communications partners."

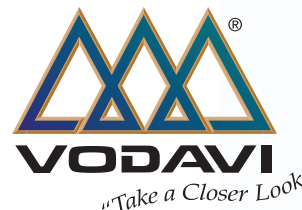
Roger Falcione, President & CEO, Sport Compact Only

Vodavi Authorized Dealer: InterTech 602-437-0053



Traditionally known as the industry leader in affordable communications solutions for small business, Vodavi has expanded its product and scope to allow a large marketplace to take advantage of the same expertise our smaller customers have enjoyed for over 20 years.

Today's Vodavi delivers diverse communications solutions that serves a wide range of applications from small business to the medium-sized enterprise. Take a closer look and see how our multi-site communications networks offer the best **value** and **performance** on the market today.



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