

A Closer Look at Mike Thompson's RV Super Stores

Networking Vodavi Telephone Systems

350 Stations, 4 Locations



Concerns

For 31 years, we at Thompson's RV Super Stores have built our reputation for being the industry's leading RV dealership by selling more motor homes, mini-homes, trailers, fifth wheelers and toy haulers than any other RV dealer in the nation. In 2002, our company was named the nation's top selling recreational vehicle dealer.

Headquartered in Santa Fe Springs, CA, our success over the years resulted in our opening three additional dealership locations including Colton, CA and two separate locations in Fountain Valley, CA. Along with the new locations to service our growing customer base, we increased our workforce. We wanted to assure our internal and external communications network was being handled efficiently, and most importantly, cost-effectively. We set in motion a plan to review what would be needed to optimize our telecommunications requirements.

Impacts

As we added new dealership locations, our increased cost of long distance calls between the sites was tremendous. We were concerned, as our employees have to communicate often between locations to adequately service our customers. Diminished customer service was absolutely not an option. The cost of a private T1 line was hard to justify. We needed a solution where we could retain some of our existing equipment and services, like our current Vodavi phone system, and seamlessly add capability without disrupting our employees or our customers. Once installed it had to be easy to understand so we could minimize having to retrain our employees on call handling.



Solutions

Working with Futurecom, an authorized Vodavi dealer, Mike Thompson's RV Super Stores installed Vodavi phone systems with Networking software at each of the four company locations.

Networking software allows multiple systems to work together as one system.*

One system acts as the hub (Santa Fe Springs) and the other systems are the nodes (Fountain Valley 1, Fountain Valley 2 and Colton). Since every node in the network must communicate through the hub, services can be centralized—providing significant productivity and cost savings.



*Not all Vodavi phone systems are network-capable. Ask your local dealer for details.



With the new network in place, the four Mike Thompson's RV Super Stores locations share a point-to-point ISDN PRI line for both voice and data communications. Each location's long distance voice and data calls are routed to the Santa Fe Springs hub via PRI and consolidated onto a T1 prior to reaching the PSTN. In addition to the long distance savings that has occurred, internal employee communications has improved with features like 4-digit dialing, call forwarding and centralized voice mail to name a few. Employees are more apt to pick up the phone and call another location now that the long distance charges have been consolidated. External communications is a crucial aspect since the Company services a fast-paced, high volume national customer base. Calls coming into Mike Thompson's RV Super Stores are received into a centralized line-answering center at the Santa Fe Springs location. The operator then determines which store the caller should be routed to and then dials that station via 4-digit dialing. This reduces the need for multiple operators at each location and improves each customer's call experience.

Benefits

- Reduced long distance costs
- Maximized employee productivity
- Optimized customer service
- System networking provided centralized services
- Industry recognized, flexible phone system easily upgradeable as business needs adjust

"We have been a Vodavi customer for several years. This past year when we added our fourth location in Fountain Valley, we upgraded our systems with the latest software including the ability to network all four systems together for centralizing services. Networking our systems has provided many productivity improvements as well as financial savings. By routing all our outgoing long distance calls to the main office for transport onto the public network, our cost justification for the private T1 line has greatly improved. Other features such as the ability to centralize voice mail and line answering capability have been a tremendous boost to the success of our internal communications as well as the service we provide our nationwide customers."

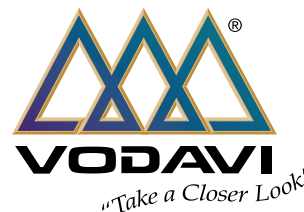
Frank DeGalas, President, Mike Thompson's RV Super Stores

Vodavi Authorized Dealer: FutureCom 909-736-6000



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.



1.800.207.9944

www.vodavi.com