One of the largest General Motors dealers in the Middle East, Universal Motors Agencies (UMA) has 22 showrooms and 69 sites in Saudi Arabia. "Our vision is to make every customer a customer for life," says Sherif Wahba, IT director. "To serve them better, we had to communicate better."

With numerous legacy systems that couldn’t be integrated, it was difficult for colleagues to keep in touch, or for customers to get the support they needed. A hard-won reputation for quality was at stake. Costs were spiraling, too.

"Managing a mixed-vendor environment with separate voice, data, and wireless networks had become a nightmare," Wahba explains. "We had to lower our cost of ownership. And we wanted to introduce new ways of collaborating that weren’t possible before."

Collaboration improves customer care

Universal Motors Agencies needed smarter communications. We did the networking groundwork. Our collaboration applications did the rest.

Boosting our responsiveness and the customer experience is bringing us closer to our customer-for-life vision."

Sherif Wahba, IT Director, Universal Motors Agencies

A unified infrastructure allows innovative communication channels. Newly empowered employees are putting collaboration tools to work. Universal Motors Agencies is nurturing its customer relationships like never before.

Challenges

- Become more responsive to customers
- Improve employee collaboration
- Reduce IT costs and support business growth

Case Study | Universal Motors Agencies

Size: 2200 employees  Location: Kingdom of Saudi Arabia  Industry: Retail
We make connecting with colleagues and customers across the Kingdom quick and easy

Solutions
- Cisco® fixed and wireless infrastructure companywide
- Cisco Collaboration unified applications

End-to-end, our platform is simpler and cheaper to run

UMA started afresh and standardized on Cisco networking companywide. The solution was successfully deployed by local experts, Baud Telecom Company (BTC Networks). “Previously I had several engineers with specialist skills who spent a lot of their time firefighting,” Wahba recalls. “Now I have one engineer managing all devices centrally using Cisco Prime™ Infrastructure. And we detect problems proactively.” IT operating costs have fallen 30 percent.

Workplace redefined

Everything is now interconnected: phones, computers, mobile devices, and smartphones. All aspects of business communications run better and faster. Checking emails and voicemails in one inbox. Using personal phone extensions in any office. Tracking missed calls and messages.

People brought together

People work differently with video, instant messaging, and presence on Cisco Jabber® solutions. Instead of regular meetings, managers and salespeople use smartphone video conferences. “Video’s a great substitute for physical meetings,” says Wahba. “We also use Jabber to see if people are available, get in touch quickly, and share information. It’s much easier to get things done.”

Customers are the winners

Customers can now call the UMA centralized contact center on a single toll-free number anywhere in Saudi Arabia. They speak to agents with all the right information at their fingertips. An integrated escalation process quickly resolves complaints. Dropped calls and lost sales leads are a distant memory.
IT delivers rich rewards business-wide

The business impact is remarkable. Managers are traveling much less. Related costs are down by 40 percent. Company productivity has increased by 10 percent, while employee satisfaction is 20 percent higher. “We’ve achieved a culture change,” says Wahba.

Boosting collaboration has accelerated decision-making and problem solving. Contact center agents are handling more calls and completing them in less time. Wahba sums up: “We’ve reduced costs and improved performance. As a company, we’re stronger.”

Results

- Productivity is up 10 percent; employee satisfaction is 20 percent higher
- Travel expenses have dropped 40 percent; IT costs are down 30 percent
- Customer contacts are handled faster and more efficiently

Employee satisfaction up 20%

Products & Services

Unified Communications
- Cisco Unified Communications Manager
- Cisco Unity® Connection
- Cisco Unified IP Phones

Collaboration
- Cisco WebEx Meeting Center

Management
- Cisco Jabber
- Cisco Unified Presence
- Cisco Unified Contact Center Express
- Cisco Prime™ Infrastructure

For More Information

To learn more about the Cisco solutions in this case study, go to: www.cisco.com/go/collaboration