

Mitchell1 At a Glance



For
Small
Business



Cisco Unified Communications 500 series integrated with Mitchell 1

What is this solution?

The Cisco® Smart Business Communications System (SBCS) is an all-in-one voice and data solution designed to give you fast access to the information and people you need to be productive. Designed for flexibility, it provides a level of integration with third-party applications that other vendors cannot match. Now SBCS provides transparent support for the Mitchell1 application for auto service shop management and customer interaction. Using the Cisco Smart Business Portal application, auto shops can present roles-based, 360-degree views of their customers on any Cisco phone or desktop computer in the company. Employees enjoy immediate access to up-to-the-minute customer information to enable more responsive service, enhance mobility and productivity, and reduce costs.

What business issues does the solution solve?

The instant a customer calls, the Cisco Connected Auto Repair Solution for Mitchell1 collects customer data from your Mitchell1 shop system and presents the information in a pop-up window on an employee's PC. The service desk is presented with everything they need, including a customer's service history, past recommendations, and scheduled maintenance records. The system uses caller ID to automatically identify and retrieve customer records, so there is no need to flip between windows or move from the task at hand to track down information. The Cisco and Mitchell1 solution can support live video views of mechanic bays for rapid response to customer questions. It also provides rapid access to contact information for parts vendors and suppliers and enables employees to quickly connect to maps and other information resources. Click-to-dial phone integration makes it easy for employees to reach customers or vendors in seconds. The OnView Assistant Portal combines the rich information in the Mitchell1 application with the convenience of Cisco small business telephony. You can work with your Cisco Certified Partner to design and install a complete solution tailored to your specific business needs.

What are the benefits?

Providing employees with a current view of detailed customer information enables staff to deliver more informed, responsive service, helping streamline processes and improve customer satisfaction. The solution also helps reduce no-shows with click-to-call customer reminders and easily viewable service recommendations. Live video views of repair bays further boost efficiency and improves the customer experience. It also helps organizations enhance mobility by providing support for highly secure remote access or wireless access inside the shop. See Table 1 for more details on the solution's features and benefits.

Table 1 lists the features and benefits of the Mitchell1 application.

Table 1. Mitchell1 Application Features and Benefits

Features	Functions	Benefits
Automated information display	Matches the customer phone number to the Mitchell1 database and displays it on the employee's computer	Immediate access to current customer data enables faster, more informed service
Click to dial	Lets employees click on a customer or vendor phone number within the record, to automatically dial out	Streamlines workflow and enhances staff productivity
Integrated mapping	Matches caller ID to the customer address in the Mitchell1 database to display a Google map of the customer location	Expedites customer service, provides directions to the shop
Live video support	Lets staff locate the mechanic via live video camera to provide repair status to the customer	Streamlines operations and improves customer responsiveness
Service recommendations	Lists past service recommendations for customers	Reduces missed service appointments, helps facilitate repeat business
Vendor search	Provides vendor links and search capabilities with click to dial	Expedites replacement part orders and speeds service
Credit status	Provides an up-to-date view of the customer's credit status	Facilitates the payment process
Wireless and VPN support	Enables convenient access to the solution when outside the office or while roaming within the shop	Enhances mobility and efficiency

Why Cisco and Mitchell1?

Cisco, the leader in networking and communications, has teamed with Mitchell1, a leading provider of shop management solutions, to meet the needs of automotive repair shops. SBCS integrates with the Mitchell1 application to provide a comprehensive communications solution designed specifically for automotive professionals. Cisco is the worldwide leader in unified communications, and more than 60,000 repair shops are now using Mitchell1 solutions. Together, our experience and industry leadership enable us to create a solution that helps deliver enhanced service for your customers, greater productivity for your staff, and increased profits for your shop.

What do you do next?

Contact your Cisco representative today to ask how SBCS, integrated with the Mitchell1 application, can help your staff deliver more informed, responsive service while improving efficiency and reducing expenses. Our experienced partners can help get you up and running fast.

For information on Mitchell1, visit www.mitchell1.com

For information on Cisco Small Business Solutions, visit www.cisco.com/go/smallbusiness/



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, CCSI, Cisco Eos, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco-Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLync, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0910R)