



Car Retailer Improves Customer Service

Unified Communications helps AutoZubak grow by managing customer calls better and making staff more efficient.

Case Study

Customer Name: **AutoZubak Ltd**
Industry: **Retail (automotive)**
Location: **Croatia**
Number of Employees: **600**

Business Impact

- **Better call management improved customer satisfaction**
- **Easier communication increased staff productivity**
- **Unified solution supported business growth**



Business Challenge

AutoZubak is the leading automobile sales and repair company in Croatia, where the firm is responsible for 60 percent of Audi sales and 25 percent of Volkswagen, Seat, and Skoda sales. Previously, because most of the company's 15 sales and service centers had their own private branch exchanges (PBXs), many phone calls went to the wrong departments and had to be transferred. Existing customers were not happy to be kept on hold, and prospective buyers could be lost in the system. "If we don't answer promptly, another company might get the sale. And if we don't sell a car, we've also lost future service and parts revenue," says Vedran Sorić, head of development for online business.

AutoZubak wanted to find better ways for callers to reach its sales, service, or parts departments. The company also wanted to give sales consultants one phone instead of two (a mobile and desktop handset), improve collaboration by making it easier for employees to reach coworkers in other offices, and reduce the total cost of ownership for the company's communications system.

Solution and Results

AutoZubak replaced its standalone PBXs with a centralized system that sends phone calls over the computer network. Installed at the company's head office, Cisco® Unified Communications Manager provides phone services to all the company's locations, while Cisco Unified Contact Center Express prompts callers to press a number to be transferred to service, sales, or parts. AutoZubak's 150 sales and service consultants use Nokia voice over IP (VoIP)-enabled dual-mode phones to connect over the company's wireless network when in range and over the cellular network otherwise. Non-sales employees who work in different locations use Cisco IP Communicator software on their computers to make and receive calls.

AutoZubak can now view reports that monitor the caller's experience, and statistics show that the company is answering a greater percentage of calls, especially for potential buyers. Customer satisfaction has improved, employees are more productive due to fewer interruptions, and the working environment is more pleasant. AutoZubak continues to extend its use of the Cisco solution: for example, by integrating it with the customer database and by using it to operate a new 24-hour roadside assistance service.



"Unified communications makes it much easier to grow, because each office only needs a router, not a full phone system."

Vedran Sorić

Head of Development for Online Business, AutoZubak

For more information about Cisco Unified Communications solutions, please [click here](#).