Driving efficiency, productivity, and sales

John Eagle Auto Group improves collaboration among 10 dealerships with Cisco TelePresence® technology and mobile HD video conferencing.

“Video collaboration changes the attitude of the business. People are more engaged, efficient, and accountable.”
- Rene Isip, Chief Operating Officer, John Eagle Auto Group

Auto sales depend on quality products and information, and solid relationships. By engaging dealership staff in regular video meetings, John Eagle strengthens the rapport across a stellar team.

- Replace aging video conferencing tools with a more reliable, better-quality system
- Allow managers to take part in meetings remotely using their mobile devices
- Share presentations on screen during meetings

John Eagle Auto Group adopted video conferencing years ago. With headquarters in Dallas and 10 dealerships between Dallas and Houston the company relies on video to conduct weekly and monthly sales meetings.

“Video conferencing is critical to our business,” says Rene Isip, chief operating officer, John Eagle Auto Group. “We can keep managers in stores and reduce travel while enabling face-to-face interactions.”

The company’s aging video conferencing system provided basic capabilities, but did not offer high-definition (HD) video or support mobile devices. A system administrator had to facilitate meetings, and over time, the system became unreliable and difficult to scale. “We wanted HD video quality across the board, and mobile capabilities for executive management and business partners,” says Isip.

Case Study | John Eagle Auto Group

Size: 920 Employees  Location: Dallas, TX  Industry: Retail/Automotive
Cisco TelePresence and mobile video conferencing easily connect Texas operations.

Solutions

- Deployed Cisco® cameras and endpoints in conference rooms at all locations
- Enabled mobile voice and video with Cisco Collaboration solutions

Proven reliability
John Eagle Auto Group turned to Helion Automotive Technologies, its managed service provider and a Cisco Advanced Collaboration Architecture Partner, for a solution. “Our network is Cisco, and it has offered rock-solid reliability for years,” says Isip. “We trusted Helion’s recommendation of Cisco when we replaced our video conferencing system.”

Improving communication and collaboration with HD video
The John Eagle team can now enjoy premium resolution HD video communications with instant speed-dial access to dealerships for meetings, trainings, and even to jointly review TV ads for local markets. “We can pull everybody together without technical issues or third-party administration,” says Isip. “The message is crystal clear with HD video.”

Making the most of sales opportunities
By allowing managers and staff at dealerships to meet without traveling, John Eagle Auto Group gives them more time to interact with customers.

“Taking managers out of stores can represent a substantial opportunity cost,” explains Duffy Cummings, chief financial officer, John Eagle Auto Group. “The TelePresence systems help us get the most value from their time.”

The solution also helps enforce accountability, he notes: “First impressions are critical. We can instantly see if associates are dressed to our standards.”

Empowering the executive team with mobile collaboration
Top executives can now participate in video meetings using their smartphones or tablets on the go. Partners and others can also easily join meetings. “Our time is valuable,” says Isip. “It can take hours to drive to dealerships. Mobile videoconferencing lets us make better use of our time and avoid travel costs and delays.”

Duffy agrees: “Mobile collaboration makes us more productive and focused thanks to the quick face-to-face interactions.”
Achieving business goals faster
Response times between management, dealerships, and coworkers have improved greatly, resulting in faster execution of go-to-market strategies. As John Eagle Auto Group adds new dealerships it can easily add Cisco Telepresence SX20 Quick Sets to turn any flat-panel display into a Cisco TelePresence system. “We can stay with Cisco to meet our changing needs without having to buy a new system,” says Isip.

Ready for the road ahead
John Eagle Auto Group will continue to expand its use of its collaboration tools, potentially even using video for customer interactions such as sales negotiations and financing. “People are increasingly comfortable with using video to communicate,” says Isip. “Face-to-face interaction builds trust, and that’s critical when you’re making a car deal.”

Products & Services

Cisco Unified Communications
- Cisco Business Edition 6000

Cisco TelePresence
- Cisco TelePresence SX20 Quick Set
- Cisco TelePresence MCU 5310
- Cisco TelePresence Management Suite (TMS)

Cisco Collaboration Applications
- Cisco Jabber® for iPhone and iPad

Routing and Switching
- Cisco 1900 Series Integrated Services Routers Generation 2

- Cisco 2900 Series Integrated Services Routers
- Cisco Catalyst® 2960-X Series Switches

Security
- Cisco ASA 5520 Adaptive Security Appliance

Services
- Cisco SMARTnet® Service