



Automotive Retailer Increases Efficiency

IP telephony cuts costs, saves time, and improves internal communications for Turkish automotive firm.

Case Study

Customer Name: **Otokoc Otomotiv**
Industry: **Retail (automotive)**
Location: **Istanbul, Turkey**
Company Size: **1500 employees**

Business Impact

Benefits delivered by the Cisco® solution include:

- **Internal communications improved**
- **Telephony costs reduced by 10 percent**
- **Equipment malfunctions fixed in hours instead of days**



Business Challenge

Otokoc is the automotive business of Koc Holding, Turkey's largest industrial and services group. In addition to 29 Avis and Budget car rental operations, Otokoc also runs 21 retail outlets offering sales, service, and finance for Ford and Fiat models. Like its parent company, Otokoc is committed to adopting the latest technologies and innovative ways of working.

About four years ago, when the company merged its Ford and Fiat dealerships into one organization, each branch had its own telephone switchboard. It was impossible to set up centralized maintenance agreements because multiple vendors' equipment was being used. The IT department in Istanbul had to outsource the maintenance for each switchboard to local suppliers because it could not monitor or fix any equipment centrally.

As a result, costs were too high, and Otokoc needed to reduce expenditures on both calls and maintenance. In addition, the company wanted to improve internal communications by introducing the same telephone system in every branch. This approach would also give the IT team better visibility of telephone usage and help them manage the network more effectively.

Solution and Results

A Cisco Unified Communications Manager in Istanbul now provides telephony services to all 21 car dealerships. "The majority of our customer communication is by telephone, so it's very important for us to deal with a large and trusted supplier," says Dr. Erdal Kemikli, IT manager.

Employees now have telephone extension numbers that operate company-wide, so they can more easily communicate with their colleagues. Otokoc has also reduced its telephony costs by 10 percent because internal calls run on the company network and external calls are automatically sent over the lowest cost service available.

The IT team is saving time and money by monitoring the entire system from Istanbul and resolving problems without travelling to different locations. "Before we introduced IP telephony, it would take at least one or two days to get an equipment malfunction fixed," says Kemikli. "Now it only takes a few hours."

Otokoc recently started using Cisco Unified Contact Center Express to manage customer calls at its car rental reservation centre. The solution integrates with IP telephony and is very easy to set up and operate.

"At the time Cisco was the only major vendor able to supply a complete IP telephony solution. We're happy with the solution and the benefits we gain from it."

Dr. Erdal Kemikli

IT Manager, Otokoc Otomotiv

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