



Customer:
Stewart's Auto Sales
Kingston, Jamaica
Tel: (876) 928-5041

Country: Jamaica

Industry: Automotive

Description:
Stewart's Automotive Group is a family-owned business that operates 5 showrooms, 4 parts warehouses, 4 workshops, 2 heavy duty workshops, 1 body shop, 4 rental locations and 4 aftermarket retail operations. The business has a state-of-the-art Dealer Management system and factory-trained technicians staff the service and body workshops. Stewart's is a talent-based, quality-oriented organization with over 400 employees.

For more information about other tTech customer successes, please visit:
<http://ttech.com.jm/ttech/case-study/>

tTech's IP PBX implementation enhances voice communication for Stewart's Auto Sales

CHALLENGE

To improve the PBX voice quality and solve usability issues that were damaging their reputation.

OVERVIEW

Approximately two years ago Stewart's Auto Sales (SAS – a division of Stewart's Automotive Group) had installed an open-source IP PBX supplied by ADS at the customer's Kingston - South Camp Road facility, with the SIP trunks provided by LIME, the local telco. A number of usability and voice quality issues arose (see customer requirements below) which were not resolved to SAS' satisfaction. The Company management realized that these problems were having a negative impact on productivity, were frustrating SAS operators, and were harming SAS' hard-earned reputation for first-class customer service. SAS began reviewing its options for an alternative system that would perform to their expectations.

CUSTOMER REQUIREMENTS

SAS was seeking to resolve the following usability and voice quality issues that they were experiencing with their existing PBX:

Usability Issues

- Operators are unable to transfer incoming calls efficiently
- Only one call can be processed at a time
- Calls are not evenly distributed among operators
- Neither users nor operators are able to identify if calls are from inside or outside
- Operators have to enter PINs to make outbound calls

See overleaf



Duncan Stewart, Director, Stewart's Automotive Group:

"We were impressed when tTech was able to solve some of the issues on our existing PBX. We could see that they are knowledgeable professionals and trusted that they would provide outstanding post-installation support for the Xorcom PBX that they were suggesting as a more robust alternative for our group of companies."

Christopher Reckord, Director of Sales & Marketing at tTech, summarizes:

"After a less than optimal experience with their existing Asterisk IP telephony system, the customer chose Xorcom because we were able to show that our equipment and network topology would provide their customers and employees with a consistently superior user experience."

Voice Quality Issues

- Customers complained of voice quality problems when calls are made to SAS through the PBX
 - SAS users cannot be heard
 - Voice is garbled
- Complaints of dropped calls

Thus, the Company's requirements were to resolve these voice quality and usability issues and, in particular:

- Properly implemented Quality of Service (QoS)
- Minimal number of hops
- The network devices supporting the PBX and SIP trunks must be the appropriate firmware levels
- The configuration of the devices connecting the Internet circuits from Flow and Digicel to the SAS network must support seamless failover of the LIME SIP trunks

IMPLEMENTATION

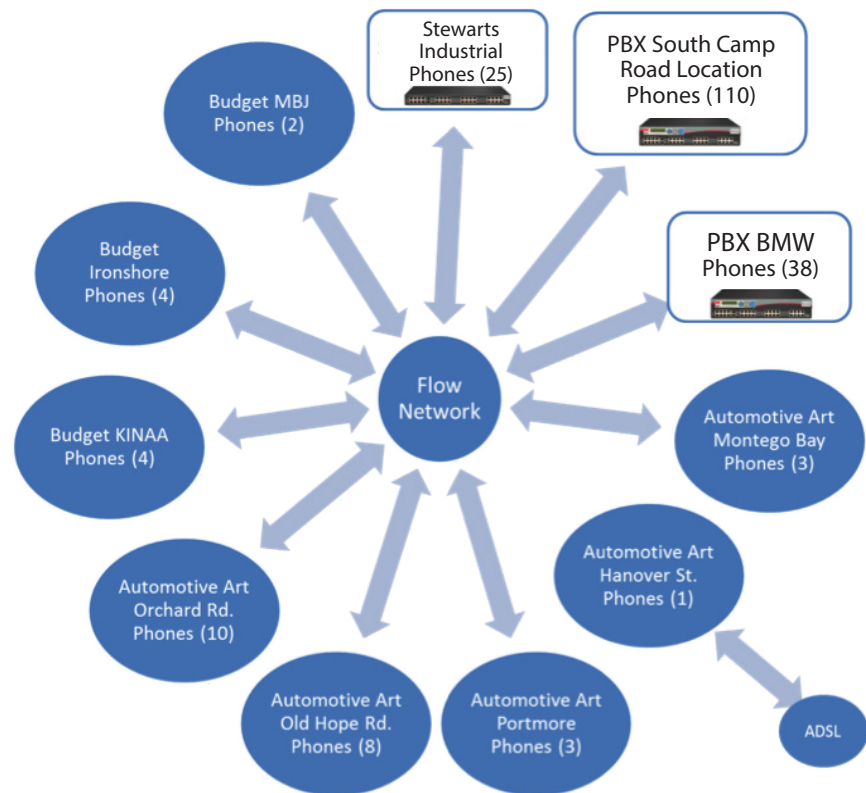
Stewart's Auto Sales had an open source based PBX installed with some similarity to the Xorcom solution. Scripts were used to carry out basic functions which caused issues with management, functionality and ease of use of their current PBX solution.

tTech found it fit to re-implement the voice solution in a structured manner by conducting interviews with end users to garner their feedback on features, functions and pain points on the existing system.

This information was used to implement the voice solution in a structured manner using our world class Xorcom Complete PBX solution thus eliminating pain points and achieving vast improvements in functionality and reliability.

Network diagram:

Two Xorcom CXE 3000 PBXs, providing full redundancy for a network of ~175 telephone lines across 11 locations.



tTech is a leading provider of managed IT services in Jamaica. In addition to supplying and supporting the Xorcom IP PBX systems, tTech also provides a range of complementary IT services to companies in Jamaica including network design and management, server virtualization, infrastructure monitoring, IT security and help desk services.

For more information, visit www.ttech.com.jm.



ABOUT XORCOM: Xorcom, established in 2004, designs and manufactures integrated business telephony solutions that support both traditional PSTN and VoIP. Xorcom products are installed in over 100 countries around the world. Seven product lines in the Xorcom IP-PBX family support from 30-1500 extensions, addressing the needs of SMB as well as enterprise. The flagship product, CompletePBX, is a fully integrated business telephony solution that provides excellent user experience, a robust feature set, unparalleled security via a built-in session border controller and the cost-effectiveness of VoIP, with no per user license fees!

For more information, visit www.xorcom.com.