



OVERVIEW

Intelligent Communication Solutions for Automotive Dealerships



Avaya IP Office — the Intelligent Communications solution for today's small and midsize auto dealers

Millions of users in small and midsize businesses around the world connect through Avaya daily.

Avaya helps you achieve your goals.

Every small and midsize business needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over 100 years of experience as a leader in communications, we know that the ideal solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

Get big-business communications — at small-sized business prices.

Businesses around the world rely on Avaya solutions like IP Office — the award-winning communications system that gives growing companies a complete solution for telephony, messaging, networking, conferencing, customer management and much more.

And we make it easy for businesses like yours to buy, by offering an array of financing options.

IP Office

1 What is it?

It is a converged communications solution that uses both voice and IP technology to deliver intelligent ways for you to reduce cost, increase productivity, and improve customer service for your business.

2 How can I use it in my business?

Connect with colleagues and customers. Simplify access to information. Keep remote workers in touch. You can save money through conferencing, networking, call management, Voice over IP, and more.

3 What are my choices?

Does your business have one location? Multiple locations? With IP Office you can choose from a range of models and add capacity, applications, and phones as you need them. Whether you have few or many employees, IP Office is the optimal choice.



Personalizing service ... lowering costs ... simplifying the flow of information — Avaya IP Office is ready.

Avaya IP Office gives auto dealers fast, easy and cost-effective ways to communicate.

From the new car showroom to the pre-owned lot, an auto dealership needs fast, easy and cost-effective ways to connect sales and service reps to customers, and to each other.

Today, with savvy consumers utilizing the Internet and other tools to shop around, the right communications solution is more important than ever to help build and maintain the profitable relationships that are the key to long-term growth.

Buyers choose dealers based on price, reputation and past experience, coupled with the ability to deliver service that is faster, better and focused on their needs — and if they don't find all of that, they'll buy from the competition.

To meet increasing expectations without increasing costs, auto dealers need solutions that will help them sell more, serve better and do it all less expensively. That's exactly what the Avaya IP Office communications system is designed to do.

Fast, focused customer service

Cars are big-ticket items and customers who buy them want to be remembered. Dealerships that are known for being service leaders experience more growth and are able to have greater earnings.

When your top customers call, can your communications system help to route their calls to the sales rep best able to take care of them? Can you tell instantly if there are any outstanding issues with this customer and what is being done to resolve them? With IP Office you can. IP Office integrates sophisticated customer service capabilities directly into your communications system in ways that were previously not possible in systems designed for small and midsize businesses.



With IP Office, when one of your customers calls, a “screen pop” of information about the customer can be automatically routed with the call, and viewed on the rep's PC screen. Your staff can view detailed customer data, see the status of pending orders and answer queries.

You get the ability to deliver the kind of service that keeps customers coming back because the information is there when it matters most — when the customer is on the phone.

Delivering exceptional service

Cars are important to their owners. So is efficiency. Being transferred and having to repeat the same information over and over are frustrating. Your communications system should make it easy for customers to get the information and support they need, when they need it.

IP Office gives you a range of call handling, routing, paging and messaging options you can adapt specifically to your dealership. Do you rely on a receptionist to route calls?

Do you need to create a back-up plan for busy periods to ensure that you deliver the most positive customer experience? With IP Office you can develop a custom solution to your specific needs.

IP Office can also automate the handling of routine requests (i.e., tracking the status of a car being serviced) through your messaging system. This can relieve the pressure on your staff and give your customers the flexibility to choose self-serve or deal directly with a service/sales rep.

Around the showroom, under the hood — staying in touch

Auto dealers are unique because employees are often so spread out across different departments — down in the service bays, out on the lot, going for test drives, etc. This can leave other customers waiting on the phone. That's why Avaya IP Office supports mobile communications on your premises through lightweight, high quality digital wireless phones and links from your phone system to sales reps' cell phones. With Avaya wireless phones, your employees can take all the features of their desktop phones with them — hold, transfer, Caller ID, messaging, you name it.

Connecting your people ... and your locations

With the heavy competition dealerships face today, getting ahead means figuring out how to operate more efficiently and at a lower cost. IP Office is designed to save you money.

If you have multiple locations you can route your phone calls over a data link — eliminating both local and long-distance toll charges. IP Office also allows you to network the phone systems in each location so they all work together — reach any employee with one-touch dialing; share a receptionist or messaging system across all your locations. You can also manage the entire communication system from one location via a single web browser interface. All of that reduces costs significantly.

Sales flashes ... by voice

There are lots of ways to communicate today — often the simplest ways are the best because it means you can reach more people quickly. That's the idea behind IP Office voice mail distribution. You can set up lists — for sales reps, service reps, etc. — and automatically route voice mail messages on a regular basis. Let everyone know of new promotions, price reductions, service offers and finance options.

See the value of IP Office

Want to know how much IP Office can help lower your communications costs? Use the IP Office Quick Calc tool at avaya.com/ipofficeroi It takes just a few moments to enter your firm's information and see the savings calculated online. See your Authorized Avaya Representative for how you can save even more with our financing offers.

So, what do you want Avaya IP Office to do for you?



Work from anywhere

Enable instant one-number access regardless of your location. Route incoming office calls to your mobile telephone, and even listen to your e-mails.



Measure customer support

Powerful reporting package illustrates how you are serving your customers. See how much time you spend on each call, and how many calls you may be missing.



Improve customer satisfaction

Maximize customer satisfaction as more calls are handled promptly. Redistribute inbound calls from your busy locations toward idle locations.



Integrate applications

Enable incoming calls to display company name, location, purchasing history or other vital details; impress customers; sell more strategically; and speed efficiency.



Protect your investment

Gain more than just communications products and services. Implement a system that delivers immediate results to your business, and is set to grow and change along with it.



Look more professional

Impress customers and empower staff with state-of-the-art telephones. Sleek, functional telephones designed for the business professional.



Connect all sites

Save, streamline, and spark collaboration. Integrate business communications to save money on long distance charges. Link remote offices as if they were one.



Host conferences

Eliminate conference call costs and speed your decision-making. Schedule, initiate or participate in secure audio conference calls anytime. Launch outbound calls to bring the right people together instantly.

Keep ongoing management simple.

Administer communications for a busy staff, quickly and painlessly.

IP Office comes with a whole set of menu-driven tools to keep ongoing management simple. Leverage a variety of advanced options to power efficiency. The administration tool makes it easy to set up your IP Office and day-to-day tasks such as updating directories and moving phone extensions. Remote diagnostics are also made easy through the intuitive and real-time System Status Application.

You have questions ... Avaya and our BusinessPartners have answers!



Does my current phone system give my business what it needs?

If it is based on old technology, probably not. Your competitors will be faster and more professional with the latest in communications software. IP Office delivers the capabilities that allow you to keep your business competitive.

Do I need to understand the technology to implement it?

No. IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your Avaya BusinessPartner for support before, during and after your purchase.

Do I need to spend a lot?

Not at all. You have choices based on your budget needs. Easy leasing or financing plans not only make your choices affordable, they help you cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

Is IP technology so new that it's not reliable?

With over 90,000 systems deployed worldwide (Avaya is #1 in IP telephony*), Avaya IP Office has the track record businesses like yours can rely on. Aside from receiving the **Product of the Year** award by *Internet Telephony* magazine and **Editor's Choice Award 2006** by *IT Week*, businesses like yours are saving money and boosting productivity. Many are even managing the system themselves via menu-driven tools.

I have old systems but we are adding an office. Should I consider the new technology?

Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

How quickly can I get up and running?

A local Avaya BusinessPartner can tailor a solution that's best for you and your budget.

Avaya IP Office At-A-Glance

Built-in Investment Protection	From 2 to 360 users across the product line; up to 192 lines; 96/120 T1/E1 lines; up to 128 SIP (Session Initiation Protocol) trunk lines. Adding users or intelligence is easy and cost effective.
Converged Communications	An award-winning, small converged PBX that lets you leverage IP, digital, or analog technology.
Unified Communications	Whether the need is collaboration, mobility, messaging or device integration, IP Office has the open software environment to make connecting users easy and seamless.
Customer Contact	IP Office is a suite of tools including interactive voice response, real-time and historic call reports, voice announcements for queuing calls and ready integration with Microsoft® CRM.
Self-Management/Administration	Windows-based, menu-driven tools cut the time and expense of administration. Moves, adds and changes are easy and quick.
Remote Diagnostics	The Avaya network of BusinessPartners can provide you with proactive services that will detect issues before they emerge, alert you, and outline a resolution.

Three-Year Warranty

Avaya IP Office is designed to be highly reliable, and is backed with a three-year warranty on IP Office hardware and one-year warranty on IP Office telephones.

Learn more

For more information about Avaya communications solutions for auto dealers, contact your Avaya Authorized BusinessPartner or visit us at www.avaya.com/small

To Contact CTI Solutions: 1300 888 284 or www.cti.com.au

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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