

Case Study

Driving Efficiency and Spending More Time with Customers



With 350 employees spread across seven locations in Southwestern Ontario, Phaeton built a successful business based on a reputation for outstanding customer service. In a highly competitive market, they sought to reduce costs and empower staff to excel through better collaboration across wireless, email and voicemail messaging.

About Phaeton

Since 1993, the Phaeton Automotive Group, based in London, Ontario, has operated one of Canada's most successful and progressive automotive groups. Phaeton operates seven locations within a highly competitive automotive marketplace in southern Ontario.

Phaeton's Challenges

The company recently moved its data centre to its Mississauga location – including its accounting, inventory and customer databases. Operational efficiencies, fast access to information, reduced costs and effective collaboration were mandatory to ensure Phaeton could continue to excel at delivering a terrific customer experience. Staff wanted to spend time with customers, not computers.

The Solution

When employees can rely on accurate information at any location and on any device, it frees them to focus on helping the customer. Whether it is purchasing, leasing or servicing a vehicle, staff have the familiarity of the Microsoft Exchange platform to instantly deliver results or enable reliable communication with other team members. When a customer calls, Phaeton delivers.

The Rewards

Today, Phaeton is benefiting from more highly efficient storage, streamlined data management and greater availability of mission-critical communications data.



Accurate information on any device at any location



Reliable communication with team members



Increased productivity



The best benefit of Exchange is the fact that it's synched in all three locations, so wherever employees go, they see the same information. We estimate that staff are now gaining about an hour each week in increased productivity, which really adds up over time.

**Information Systems Group
Manager,
Phaeton Auto**