

# Auto Parts Store Chain



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“This situation proves that upgrading service and technology does not mean increased costs – in fact, with the right partner, it can result in lower costs.

This, along with consolidated billing and a dedicated account team, provides a tremendous value-add to multi-location clients.”



## SITUATION

An automotive aftermarket parts company with approximately 500 company-owned locations, plus more than 100 independent locations in 18 states was a longstanding BullsEye POTS and broadband service client. Ready to make a change for a more cost-effective communications solution, the client looked to BullsEye for help but weren't ready to make the jump to VoIP just yet.

## SOLUTION

BullsEye eased the client into a VoIP solution by transitioning them to an Integrated Voice solution first. Considering the critical nature of phone calls to the client's store locations, BullsEye developed a VoIP program that used the existing broadband and provided disaster recovery of calls if an individual store's line was down. Other aspects of the program include:

- Upgraded hosted broadband at 400 stores
- Updated, more reliable technology
- No change to IP addresses
- Coordination with network provider to allow for updating and monitoring via Virtual Tech at every location
- On-site, white glove installation with zero up-front cost

## RESULTS

After years of working together, BullsEye had in-depth knowledge of the role communications played at individual stores, so they were able to not only develop a program but work with other partners to develop a solution that met the client's needs.

- Delivered cost savings of nearly \$22,000 a month
- Improved efficiency and accuracy of communications across its locations
- Better service utilizing VoIP and broadband
- Allowed for disaster recovery service to help manage line/service outages
- Provided convenience of single-source, responsive client service (account and technical)
- Established a collaborative, proactive partnership for delivering communication solutions