



Girard Toyota

Case Study

ABOUT GIRARD TOYOTA

Girard Toyota is one of nine dealerships that make up the Antonino Auto Group. Located in New London, Connecticut, Girard Toyota has been in business since 1957 selling new and previously owned cars. For over 50 years, they have served literally thousands of customers throughout the greater New London area.

Girard Toyota has become a mainstay in the community. They attribute their longevity to the exceptional customer service they provide throughout the organization. The great care and pride they take in servicing their customers has led to generations of faithful clientele.

CHALLENGE

To maintain the quality of their customer service, Girard Toyota needed to update their outdated phone system to one that was more functional, easy to use and cost-effective to maintain.

SOLUTION

Breezeline™ provided a cloud-based Hosted Voice solution that met all of Girard Toyota's needs. Breezeline helped to bring expenses down by streamlining Girard Toyota's service call process.

RESULT

- Customer experience improved
- Steep reduction in hold times
- Increased number of calls handled
- Enabled constant review of, and improvement on, performance



CHALLENGE

In order to maintain their commitment to customer service, Girard Toyota looked to upgrade their outdated phone system. The antiquated system they were using was not only costly to maintain, but also inhibited their efficiency — inbound calls were not answered in a timely fashion, and when they were, the hold times were much too long.

Calls were not being transferred to the correct representatives, causing frustration for both new and existing customers. The entire customer experience was negatively impacted, threatening to cost the company revenue and its prized reputation for superior customer service. Girard Toyota looked for a phone solution that would be easier to use and more cost-effective to maintain.

In addition, instead of relying on placing callers on hold before transferring them to an extension that may or may not be correct, they wanted to have a phone menu that allowed customers to find the right department or person they needed seamlessly. This would create a more positive customer experience overall.

SOLUTION

After meeting with a number of different providers, Bob Prentiss, Service & Parts Director at Antonino Auto Group, chose to work with Breezeline. They offered a competitive solution with modern equipment that met all of Girard Toyota's needs. Additionally, Girard Toyota liked the fact Breezeline was local. This would allow their IT team to work directly with Breezeline's, cutting out the middleman and allowing the company to be more responsive to Girard Toyota's everyday needs.

Working with Girard Toyota and listening to their challenges, Breezeline designed and implemented a Hosted Voice solution based on their specific needs. The cloud-based service offered an advanced communication solution that enabled the company to increase efficiencies and customer satisfaction. Calls can now be transferred directly to salespeople's cell phones, enabling them to answer inquiries in real time.

With this new solution, Breezeline was able to streamline service calls from their three different Toyota dealerships into just one location, solving staffing issues and helping to further bring expenses down — all while increasing customer service.

“When implementing in the Service Business Development Center (BDC), one of the challenges we had to work through was the ability to transfer customer calls from our other dealerships to the BDC using the provider they were using,” said Bob Prentiss. “Breezeline worked with us to develop a solution that has worked just about seamlessly... the team was always able to accomplish what we requested.”

“It has been a true partnership every step of the way.”

RESULT

Currently, Girard Toyota has 64 Hosted Voice seats. Since implementing Breezeline’s Business Hosted Voice solution, the entire customer experience has improved. Both the sales office and the Service BDC have seen a steep reduction in hold times and an increased number of calls handled. Additionally, the call reporting Girard Toyota now has allows them to track multiple metrics as it pertains to the BDC. This allows for constant review, promoting continual improvement of performance.

“I am extremely pleased with the level of service provided by Breezeline,” said Prentiss. “It has been a true partnership every step of the way.”



Breezeline delivers advanced Video, Internet, Business WiFi and Voice services to small and medium businesses over a highly reliable, Fiber-rich, high capacity network. It also offers customized, scalable Metro Ethernet enterprise solutions, including dedicated Fiber with symmetrical speeds up to 10 Gbps, point-point and multipoint transport, and Hosted Voice solutions. Breezeline supports its business clients with 24/7 network monitoring and technical support, professional client care, and dedicated local account executives.

To learn more, visit breezeline.com/business or call 855.567.1346

Services subject to availability. Actual Internet speeds, including wireless speeds, may vary due to conditions outside of network control and congestion, including customer location, equipment, and access through a wireless connection, and are not guaranteed. Additional terms and conditions apply. Call Breezeline for more information. Breezeline and the Breezeline logo are trademarks of Cogeco US Finance LLC. © 2022 Breezeline