

HOW INBOUND INC. HELPED VICTORY AUTO SERVICE & GLASS SAVE \$11,154/YEAR AND OVER 51 MAN-HOURS EACH MONTH

An InBound Case Study



VICTORY AUTO & GLASS



TIME SAVED ON
ROBOCALLS

**51+ hours
each month**

MONEY SAVED ON
MOBILE PHONES

\$11,154/year

INCLUDED IN THE PROJECT:

- Unlimited call recording
- Mobility application
- Text messaging
- Customized call handling

Victory Auto Service and Glass is a seven-location automotive repair and glass service shop based in Fridley, MN.

THE CHALLENGE

Their customers could not hear them clearly when they called into any of their shops.

Jeff Matt says "the Customer in front of you is the most important." By adding professional, customized call handling, Victory Auto wanted to be able to ensure that someone calling the shop will have their needs met while being offered options in the event someone is not immediately available to take the call.

Victory Automotive staff was spending over 51 hours each month answering robocalls and other random SPAM type calls.

It was important to Jeff at the onset to have employees focus on the customer they are with or the call they are handling. Customizable call features are like having an extra employee, Jeff says

If you plan to be one of the clients of InBound, you'll be in good hands. They have integrity, they really care, and they'll give you all the support you need.



JEFF MATT
Owner

The Solution

A custom designed communications system by Inbound Inc.

Just ten days into their initial pilot, owner Jeff Matt called InBound to install service at all six locations as soon as possible – the quality difference between the old system and the new system was night & day

InBound worked closely with Victory Auto to save more than 51 hours of productivity each month due to no longer having to deal with SPAM calls – they are rejected before the phone even rings. Jeff wanted to make sure that his employees are “using the best greetings for real customers” and not waste their phone skills dealing with dead air.

Improving the customer experience has been a benefit for Victory Automotive – they now have one platform across the entire business which means that key people and departments have one number or extension which may be dialled from anywhere. Employees can also tell if a person or department is on the phone so they can manage a customer's expectation before transferring a call.

Victory chose InBound's mobility application for their key staff. One of the added benefits of InBound's mobility application is that it can run on any mobile phone – removing the need for an employee to have a work phone alongside their personal phone – reducing both hardware and network costs. Victory's cost savings on mobile phone service for their employees are \$11,154 each year - almost paying for their entire phone service!

An added bonus - InBound's systems constantly monitor the availability of the phones at any given location and, if the phones become unavailable for any reason, will automatically route incoming calls to the location manager on the mobility application.

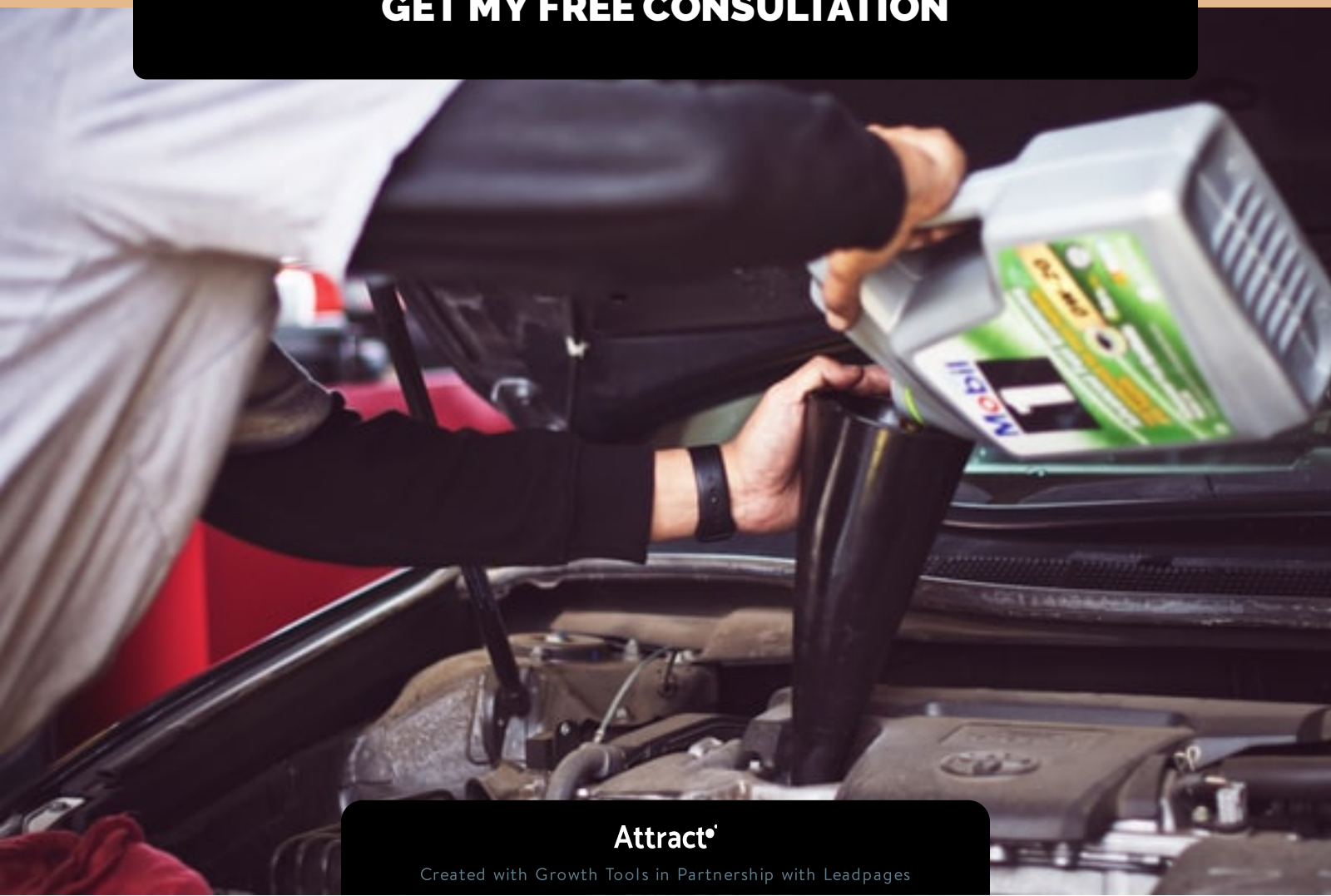
Victory Auto was able to improve their customer experience not only by voice, but also by adding the ability to communicate with their customers through their business telephone number using text messaging. Adding text messaging has allowed two-way communication with customers without picking up a telephone. Victory Auto has been able to shorten the communication timeline with their customers - sending actual pictures to the customer of the problem areas requiring repair and following up after the service is complete to ensure their needs have been satisfied.

IS YOUR AUTOMOTIVE SHOP IN NEED OF A COMMUNICATIONS MAKEOVER?

Let us walk you through the steps you can take to create the experience you've always wanted for your customers.

Click the button below to book your free total communications review today!

GET MY FREE CONSULTATION



Attract

Created with Growth Tools in Partnership with Leadpages