



Alcatel-Lucent OpenTouch Suite for SMB for Car Dealerships

Mobility and
call management
for employees
on the move

The **Alcatel-Lucent OpenTouch® Suite for SMB** for Car Dealerships enables employees in small and medium-sized car dealerships to be reachable both on the move and across departments. The solution provides call management and seamless integration with the office through a flexible communication system.

TRENDS IN THE CAR DEALERSHIP SECTOR

Reflecting the weak European economy, new-car sales continue to fall (Automotive News Europe, June 15, 2012). This trend makes an already highly competitive market even more challenging.

CHALLENGES FOR SMB IN THE CAR DEALERSHIP SECTOR

Car dealerships typically have offices with several departments and employees who are always on the move.

- ✦ **Sales:** The sales force must be reachable whether they are on a test drive with a prospect, showing a car in the lot or showroom, or anywhere in between. A lost call is a lost potential sale.

- ✦ **Repair Shop:** Call volumes are very high in the morning from 8:00-10:00 a.m., when people call to drop off their cars, and again in the evening from 4:00-6:00 p.m., when customers call to arrange for pickup. The communication system must be able to manage the calls – and the high call volumes – efficiently.
- ✦ **Spare Parts Shop:** This department receives many calls: 90 percent from garages and 10 percent from individuals who want spare parts so they can repair their cars themselves. As with the Repair Shop, efficient call management is critical.
- ✦ **Executives:** Security is a priority for executives. They need to ensure secure transmission of sensitive documents to the designated recipients. Busy executives also need to be able to delegate confidential transactions to an administrative assistant.

In addition, customer calls must be handled professionally, with a warm welcome and efficient call-forwarding to the right employee or the right department. Calls must also be managed end-to-end across departments.

ALCATEL-LUCENT OPENTOUCH SUITE FOR SMB **TO THE RESCUE**

The Alcatel-Lucent OpenTouch Suite for SMB for Car Dealerships integrates the communication system with on-the-go business operations to provide:

- + One Number service, so calls to the office are automatically routed to the mobile device or voice mail – transparently
- + Call management from smartphone or mobile device: Voice mail, call transfer, call forwarding and a centralized address book
- + Professional and efficient handling of customer calls

Anywhere, anytime availability

- + While taking a customer on a test drive, showing a car in the lot or showroom, in a meeting, in another department – or anywhere in between
- + One phone number for your office phone and mobile device
- + Call management from a smartphone or mobile device: Voice mail, call transfer, call forwarding and a centralized address book

Improved collaboration and a better image

- + Better and faster collaboration among departments
- + Improved service and a professional image, resulting in satisfied customers and increased sales
- + The rapid response time that is required in this sector

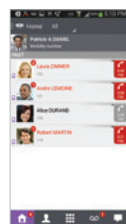
Reduced costs

- + An automated attendant: The concierge without a salary
- + A complete solution that is easy to install and simple to use

OPENTOUCH SUITE FOR SMB: **A COMPLETE SOLUTION**

The Alcatel-Lucent OpenTouch Suite for SMB provides a complete solution.

- + Alcatel-Lucent OmniPCX® Office Rich Communication Edition (RCE), a communication server for SMB: Voice mail and an automated attendant for voice-activated routing of incoming calls
- + Alcatel-Lucent OmniSwitch® 6450 Light Stackable LAN Switch to optimize voice and data interworking
- + DECT infrastructure: Alcatel-Lucent 4070 Remote Base Station and Alcatel-Lucent 8340/8340-C IP-DECT Access Point
- + Wireless phones: Alcatel-Lucent 8232/8242 DECT Handsets for mobile communications
- + Wireline phones: Alcatel-Lucent Premium DeskPhones and DeskPhones
- + Alcatel-Lucent OpenTouch Conversation for iPhone, Android and Windows Phone and VoIP using SIP Companion option



OpenTouch
Conversation for
Android



8038 Premium
DeskPhone



8242 DECT
Handset

Our company is a leading provider of enterprise communications solutions and services, from the office to the cloud, marketed under the Alcatel-Lucent Enterprise brand. Building on our established heritage of innovation and entrepreneurial spirit, we operate globally with 2700+ employees in 100+ countries worldwide, with headquarters near Paris, France. With communications, networking and cloud solutions for business of all sizes, our team of technology experts, service professionals, and 2900+ partners serves more than 830,000 customers worldwide, tailoring and adapting our solutions and services to local requirements. This provides tangible business outcomes through personalized connected experiences for customers and end users.