



## CUSTOMER EXPERIENCE: **VINART**

### **START YOUR ENGINES**

Vinart Dealerships are dedicated to providing a superior customer experience through their automotive sales, service and parts departments. The family atmosphere and dedication to personal services has helped their company grow to five locations with over 250 employees servicing eastern Pennsylvania and western New Jersey's automotive needs.

Vinart holds a Triple A rating with the Better Business Bureau and is a multi-year winner of DealerRater.com's Pennsylvania Dealer of the Year Award. Vinart's award winning team of customer service professionals is always dedicated to finding new ways to improve customer satisfaction.

### **SHIFT INTO HIGH GEAR**

In their latest venture, Vinart partnered with ET&T for a comprehensive upgrade of their communication platform. Their new ET&T Communication Platforms deployed at Lehigh Valley Hyundai, Lehigh Valley Acura, Vinart Value Lot and the Vinart Collision Center were networked together to offer seamless integration, allowing Vinart to respond to customers' needs with even greater precision.

"The Mitel communications platform has been instrumental in helping us improve customer communications by improving call flow, answer times and processing while helping us accurately identify appropriate staffing levels based on hourly and daily call volume," said Andrew Wright, Vice President of Lehigh Valley Acura Honda Hyundai.

With the installation of Mitel's Customer Service Manager Software, the Vinart family of dealerships receives reports of historical phone call data which is presented to key personnel via an email every day. There is also a monitor in the BDC that

displays live call activity to insure they are responding to customers' needs in a timely fashion. Alerts are sent to managers cell phones when key queue measurements are exceeded.

### **FINISH FIRST**

"ET&T was great to work with throughout the entire process. Michael Yablonski did a great job throughout the entire sales process including post-sale follow up. The entire technical support team has been very attentive," said Andrew Wright. "They obviously know the product well and they came through with excellent pricing and have always delivered quality service. We liked doing business with them so much that we just purchased another system for a new location we are bringing on line in late July."

Discover why successful organizations like Vinart count on ET&T for their communications and support needs. We're ready to help your business with innovative, reliable voice communications that you and your clients can count on. Contact ET&T today at 800-733- 8229 or [sales@et-t.com](mailto:sales@et-t.com).

