



*Groupe VLN is a Quebec tire retailer operating under the banner of UNIPNEU, the largest tire network in the province. The business operates out of three locations: Pneus Vimont, a mechanical shop and tire retailer; Pneus National, a tire retailer for both everyday vehicles and heavy equipment; Pneus VLN, a distribution centre that provides tires and accessories to tire retailers across the greater Montreal region.*

## Quebec Tire Retailer Maintains Traction in Busy Times

*World-class telephony solution helps pump up productivity and customer service*



### Opportunity

In the retail tire business, it's critical to flex with seasonal fluctuations, while maintaining consistently high quality customer service. And with plans to expand, it was imperative that Groupe VLN got their telephony challenges under control:

With 2 stores and a large distribution center, the business was dealing with upwards of 1,200 calls per day, particularly during the yearly rush for winter snow tires.

With limited lines in each location, customers often ended up on hold or received a busy signal.

Staff found it difficult to communicate efficiently with each other and manage inventory between locations.

*"Our phone system was saturated – it was completely maxed out," explains Benoit Forcier, owner of Groupe VLN. "We needed to upgrade to improve our customer service."*

### Solution

Groupe VLN made the decision to install Avaya IP Office, with Avaya Ethernet Networking 3524 GT POE+ switches at its core, eliminating hard lines and equipping their staff at all locations with convenient, lightweight Avaya 3749 IP Wireless phones, which communicate over a Wide Area Network. Cost effective, secure and easy to deploy, this approach allows Groupe VLN to scale up or down depending on the number of users, which increases each winter as the temperatures drop, then contracts back to normal once spring arrives.

### Results

With a single centralized phone system for all locations, Groupe VLN has seen some important improvements.

**Savings.** Avaya IP Office has helped centralize contact center, voice mail, fax server and redundancy onto a single virtualized server, as well as consolidating all voice on SIP trunks, saving several thousands of dollars in the first year alone.

**Productivity:** with improved communication, orders are filled faster, and deliveries to the retail stores are prompt and on time.

**Customer Service:** with staff equipped with wireless and personal voicemail, customer response time is reduced. And instead of telling customers to call a different number, staff can immediately route calls for customers, reducing customer frustration.

**Ease of Use:** With a minimal learning curve, staff experience no frustration in using them to their full potential. And with a streamlined, fast implementation, Groupe VLN was able to conduct "business as usual" with no disruption for customers or staff.

*"Now that our employees are carrying wireless handsets, I don't think we could go back," laughs Forcier. "We can no longer live without them. Being able to reach staff no matter where they are or what they're doing has been a huge benefit to us."*