

## Hilton Garage - Mobilising the Enterprise

HILTON GARAGE

### A growing business

Since its inception in 1973, Hilton Garage has expanded to become one of the largest purpose-built car supermarkets in the UK, capable of stocking more than 700 cars. Formerly sited at 2 different locations - Hilton and Repton, both in Derbyshire - the garage recently decided to combine its operations in order to create a single supermarket of quality used cars.

The garage prides itself on offering competitive prices and excellent service to its customers. Relocating to a new dedicated facility in Hilton was a key element of the garage's ambitious expansion plans and focus on simplifying the buying process for its customers.

### Investing in Infrastructure

The decision to relocate to a single site gave Hilton the opportunity to develop a new network infrastructure. While planning the move, the site's telephony demands were considered, with the requirements including:

- Improve customer service;
- Scalability
- Demonstrate ROI
- Appropriate for the look and feel of the new premises;

### Why DeTeWe?

DeTeWe was selected for its focus on using wireless technology to enable its clients to better manage customer relationships.

Russell Manning, Hilton Garage, notes:

"As soon as DeTeWe explained the benefits of a DECT-based solution, I realised this would be an ideal way for our staff to remain in contact with each other and our customers, wherever they are onsite. DeTeWe is a world leader in DECT technology and their depth of domain expertise rapidly became evident in our discussions with their representatives."

Manning continues:

"The look and feel of the handsets and base stations, German-engineered and designed, also appealed. DeTeWe demonstrated how its competitively priced solution could show a quick return on investment, making my decision that much easier."



### Delivering customer service

"The main business driver behind the implementation was contactability. We need our people to be available to existing and potential customers throughout the day, wherever they are located on the premises. The site covers an area of some 20,000 m<sup>2</sup> with a large car park and sales area. Fixed phones just don't offer the necessary contactability for that sort of business environment".

### Timescale

The solution went live in the summer of 2003 with regular reviews and scope for expansion being dealt with on an ad hoc basis.

### Business benefits

By ensuring that incoming calls could be dealt with wherever the appropriate contact was onsite, Hilton has seen a considerable reduction in the need to call customers back. As well as providing a much 'slicker' customer experience, with over 90% of calls now being

answered first time, Hilton's telephone costs have fallen by 30% due to staff not having to return calls and respond to messages. This has led to a measurable increase in customer satisfaction. Manning notes:

"The system will have paid for itself several times over by the end of the year."

As well as mobilising its dedicated client-facing employees, Hilton also needed its service and engineer staff, who could be working on cars across the site, to be easily reachable by other members of staff. DeTeWe's DECT solution made this possible.

The solution also offers integrated internet access, to reduce duplication of service connections and an automated answering service for certain customer interactions.

#### **Looking to the future**

Russell Manning concludes:

"Our business continues to expand and grow, resulting in the need for more and more physical space to display cars. We are currently undertaking the purchase of a further two acres of land, which will require extended DECT coverage. The modular nature of DeTeWe's DECT solution means that increasing the range of coverage to include the additional acreage will not require any new main components."



#### **Contact**

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