



## Auto Repair Shop Automates for Growth

Sun City Auto Service integrates voice communication with Mitchell 1 Application to improve service and efficiency.

### Executive Summary

#### Sun City Auto Service

- Automotive Repair
- Sun City, Arizona
- Number of employees: 4

#### Business Challenge

- Build customer loyalty through customer service
- Improve employee efficiency
- Enable owner to work from home

#### Business Results

- Integration of voice and data helped staff deliver personalized customer service
- Automation improves staff efficiency
- Mobility functions allow productivity throughout the shop and from home

#### Network Solution

- Deployed Cisco Smart Business Communications System integrated with Mitchell 1 auto repair shop application
- Implemented wireless network to facilitate productivity from anywhere on the premises
- Deployed VPN so owner could work from home

### Business Challenge

Sun City Auto Service is a neighborhood shop that is operated with the belief that the best way to grow the business is through loyal customers who refer new clients. Owner Rawy Totri knows that customers are loyal to businesses that provide outstanding customer service. "Word-of-mouth advertising is unbeatable," he says.

Because service and efficiency are important, Sun City Auto deployed the Mitchell 1 application, a leading auto shop management software designed to help improve access to important customer and vendor data. Unfortunately Sun City Auto's out-dated phone system could not integrate with the application, and employees had to manually navigate the system when customers called in. This could add as much as five minutes to each customer interaction.

The old data network did not allow Totri to work from home. He could not access the Mitchell 1 application outside

the office and had limited visibility into what was going on in the shop unless he was physically there. Even when he was in the shop, if he wanted to monitor activity in the service bays or yard, he had to interrupt his work and leave his desk.

Because the shop lacked wireless access, mechanics would often have to leave the vehicle and go to a terminal to look up information; sometimes they had to make multiple trips back and forth. This extra effort cost them valuable time that they could have been using to generate more profit for the business.

With only four employees, Totri knew that improving efficiency was going to be key to improving customer service. He decided that the best way to do this was to upgrade the company's communication technology.

### Business Results

To help take full advantage of the benefits of the Mitchell 1 application, Sun City Auto implemented a Cisco Unified Communications 500 Series for Small Business, which combines voice, data, video, security, and more into one easy-to-manage solution. This system provides integration between the phone system and the Mitchell 1 application. Now, when customers call in, their information automatically "pops up" on the computer screen with a consolidated view of critical Mitchell 1 application data that includes

service history, past recommendations, and scheduled maintenance. The system even provides a web map of the customer's location, which is helpful for either giving directions or going to the customer. This capability means no more flipping between windows, and it means that more can be accomplished on a single call.

According to Totri, "Being able to inform customers, when they call us, about past recommendations or scheduled maintenance that they have missed really builds customer trust, shows that we are on top of things, and makes more money for my shop. And, even though we are discussing more things on a call, having all the customers' information on one screen when the call comes in shaves a lot of time off calls."

Another benefit of integrating the Mitchell 1 application with the voice system is automatic dialing. If employees are looking at a vendor list or customer work order, they can automatically place a call from the computer screen with the click of a mouse. Employees really like this feature because it saves them time. When employees save time, Totri saves money. "Now that I can work from home and my service advisor is so much more efficient it's like having an extra employee," Totri says. "In the past I would have had to hire an additional service advisor at \$30,000 to \$40,000 a year to handle this level of increased business."

IP video surveillance cameras help Totri monitor activity in the service bays and in the lot. Using the Cisco VPN, he can even check in on the shop from home using a secure connection. The VPN also allows Totri to access all of the shop's applications including the Mitchell 1 application from home. He can now access vendor and part lists, customer information, and even the next day's schedule from home. "My life is really easier being able to be away from the shop, but still be connected and even be able to see what is going on using the IP video," Totri says.

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—Rawy Totri, Owner,  
Sun City Auto Service

Wireless networking throughout the shop is also helping speed up auto repairs. "With my laptop I can now show a diagram to a mechanic at a car. If it is not the right one, I can find it right there," says Totri. "Before I had to print out the diagram, take it to him, find out it was the wrong one, go back to the office, find it and print out the right one, and take it back."

Totri also took advantage of a Cisco Capital<sup>SM</sup> zero percent financing promotion. Cisco Capital offered a 36-month lease with full ownership at the end of the term. He feels the system has paid for itself. "The ability to see past recommendations in the Mitchell 1 application when a customer calls makes it easy to create larger work orders from the start. The first few bigger jobs from the recommendations each month covers the low monthly payment, and all additional jobs bring the shop a lot more money," says Totri. "The return on investments is so fast and easy to see, and it really makes my Mitchell 1 investment and relationship that more valuable."

### Network Solution

Sun City Auto Service worked with Beemer Technology, a Cisco Select Certified partner. Beemer installed a Cisco Unified Communications 500 series for small business. The all-in-one solution supports voice, data, voicemail, Automated Attendant, video, security, and wireless capabilities, and integrates with the Mitchell 1 application.

The Cisco VPN allows Totri to securely access the network remotely to access applications and feeds from the IP video cameras to monitor service bays, the shop's office, or the yard.

Cisco wireless access points enable mechanics to view diagrams and parts lists from beside the vehicle.

Cisco IP Video Surveillance allows the owner to monitor his business from anywhere he can access the Internet.



The vendor search field saves time locating vendor names and numbers. The upcoming appointment field reduces missed appointments while the past recommendation field helps increase work order sizes. The Mapping features automatically generates a map of the customer location to make giving directions easier.

### Next Steps

Sun City Auto Service is going to continue its quest to provide the best customer service to grow its business through referrals. The wireless feature will allow Totri to give laptops to his mechanics, which will make them much more productive by being able to look up diagrams themselves.

### For More Information

To learn more about Cisco solutions for small business, visit [www.cisco.com/smallbusiness](http://www.cisco.com/smallbusiness)

To see the latest finance offerings from Cisco Capital, visit [www.cisco.com/go/ciscocapital](http://www.cisco.com/go/ciscocapital)

### Product List

#### Routing and Switching

- Cisco Catalyst® Express 520 Series Switch

#### Wireless LAN

- Cisco Mobility Express 521 Access Points

#### Unified Communications

- Cisco Unified Communications 500 series for small business appliance, which includes:
  - Cisco Unified Communications Manager Express
  - Cisco Unity® Express
  - Integrated LAN switching capability
  - Integrated wireless LAN access point
  - Secure Cisco IOS Firewall
  - Encryption and VPN capability
  - Cisco Configuration Assistant
- Cisco Unified IP Phones 7900 series
- Cisco Unified wireless IP phones 7921G and 7925G



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