



# Auto Group accelerates digital transformation with new network and voice solutions

The sensory experience of buying a car—from the “new car” smell to the highly-polished exterior and the deal-making handshake with the salesperson—has traditionally lived in an in-person, pen and paper, relationship-driven world. And yet, like so many other high-touch sellers, car dealerships are successfully meeting consumers’ growing preference for researching and buying online by going digital. Knowing it was time to upgrade their legacy voice and network for better communications with customers as well as between their employees and locations, Koepfel Auto Group turned to Windstream Enterprise for solutions to speed up their digital transformation.

## At a glance



### Industry

Automotive Dealership

### Customer

5 locations in Queens, New York

### Challenges

End-of-life PBX voice system

Phones lacking modern features

Legacy TDM network lacked redundancy

Separate network and voice access

Frequent voice outages

Difficult to manage services

### Solutions

SD-WAN

Fiber Ethernet

OfficeSuite UC®

WE Connect Portal

### Results

Unified voice solution across dealerships

Improved voice and data performance

Increased resiliency

Simplified voice service management

Realized cost savings

## The power to go the distance

Koepfel operates five car dealerships in Queens, New York, selling popular brands such as Ford, Hyundai, Subaru, Mazda and Nissan. With a long sales track record based on in-person customer interactions, the company is evolving to meet the road ahead—a road that’s digital. Because today’s car buyers expect information and service when, where and how they choose, reliable network and voice connectivity is more important to dealers than ever before. Koepfel’s desire to move to an online process, including eliminating paperwork by enabling sales reps to enter customer information on iPads and improving their communications with customers by phone and email, led Shaun Ramnath, director of IT operations, to seek better technology to help power their success.

To stay competitive, Koepfel is committed to shifting gears from showroom-focused sales to virtual—and delivering exceptional customer experience whether the transaction happens face-to-face, via email or phone, or a combination of all three in a series of interactions. To achieve this, their employees need reliable phone systems for internal communications within and across the five dealerships, as well as for serving customers, but the legacy on-premises PBX

phone systems were falling short and reaching end-of-life. They operated independently of each other and lacked centralized management, short-digit dialing and modern features and functionality, and were a burden to manage and maintain.

## Technology-fueled communications

To solve for these issues, Windstream Enterprise implemented a unified voice solution, OfficeSuite UC®, with new phones at all five locations—over 300 phones in total. This user-friendly system leverages the WE Connect customer portal to enable new, efficiency-boosting features for all employees, such as call groups, call forwarding and auto attendant,

**“Windstream Enterprise is highly responsive to our needs and rapidly replies to our inquiries and resolves any issues to my complete satisfaction.”**

**Shaun Ramnath**  
Director of IT Operations

and enables customization of additional features as requested for end-users. Ramnath—who uses the WE Connect portal daily to manage the voice services—praises the platform for the simplicity of making moves, additions and changes to Koepfel’s system.

## The performance and reliability of the latest model

Koepfel was also slowed down by the limitations of their legacy TDM connectivity for voice services, including the friction caused by separate network and voice connections and a lack of redundancy. One dealership suffered from frequent voice outages, which caused customer frustration as well as business disruption.

Windstream Enterprise met the challenges head-on by implementing SD-WAN and a fiber ethernet connection as the primary voice connection paired with existing internet connection for data in an active/active configuration. SD-WAN provides the connectivity for both the voice and data applications improving the performance and resiliency of both services.

Savings is always a selling point, and the reliability of the dual fiber ethernet connections allowed Koepfel to disconnect most of their legacy POTS and turn off a tertiary access connection, lowering their costs.

Additionally, WE Connect offers more than the power to manage the company’s systems efficiently, it also provides Ramnath with visibility into the network. He routinely utilizes the portal to review network performance and for troubleshooting analysis.

## Growing full speed ahead

After running on outdated systems, Koepfel has already discovered the benefits of making Windstream Enterprise their partner. The results-driven, innovative solutions broke through their roadblocks to going digital, empowering salespeople and other employees to provide an excellent customer experience—whether via phone, screen or showroom—and accelerate business growth.

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Cloud-enabled connectivity, communications and security—guaranteed.

***“Windstream Enterprise understands my business and brings me solutions tailored to meet our objectives to deliver technology advancements.”***

**Shaun Ramnath**  
Director of IT Operations

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