

## Motor trade



### Professional KIRK DECT out performs domestic systems

Guy Salmon Land Rover in Leeds had a problem – they had a domestic BT DECT system which was not up to the job. They needed a professional solution – so they chose KIRK.



**Staff need to roam**

The Guy Salmon dealership is owned by the Synter Group. The group is the UK's leading retailer of prestige and specialist cars and comprises more than 90 dealerships. The group's goal is to be the "Best Company To Do Business With" and its dealerships are given one aim "to become famous for delighting their customers"

Guy Salmon in Leeds was using a domestic DECT system to help it achieve its customer service goals. Unfortunately the system was letting it down. Paul Farrant, the Dealer Principal, explained;

*"We had connected domestic BT Diverse handsets to our telephone system. Coverage was poor. We were missing calls as the handsets were out of range or broken. The handsets were quite simply not up to the job".* Paul added; *"We needed a system as rugged as our vehicles... KIRK was recommended as suitably robust"*

He contacted his local ICON dealer who recommended the 4000 series handsets. These handsets are ruggedised to meet industrial protection requirements and are resistant to dust, moisture and shock.

ICON assisted the dealer to carry out a full business and site survey. This enabled dealer to recommend a KIRK system which would deliver the professional quality telephone service required by Guy Salmon.

The system provides staff with reliable high quality telephone coverage in all areas of the dealership;

- Showrooms,
- Parts Department,
- Workshop,
- Offices,
- Outside sales area,
- Storage and valet area.

Paul commented;

*“Like Land Rover, KIRK can go anywhere - no matter what legacy phone system you have.”*

The next stage in Guy Salmon’s plans to enhance its customer service is to add text messaging to the KIRK system. Text messaging is possible from a handset or a PC. This means that staff can be contacted discretely with, for example, a message to remind them to ring a client or important company announcements.

The KIRK system has overcome all of the deficiencies of the domestic system and, with the text messaging capability, has given Guy Salmon additional ways to enhance customer service. Paul Farrant commented;

*“We’ve been very pleased with the results. Our staff can now go anywhere on the site and still be contacted”*



**Tough phones are needed in a workshop**

### Contact us

For more information visit [www.icon-plc.co.uk](http://www.icon-plc.co.uk), contact ICON on 01727 730000, or email; [info@icon-plc.co.uk](mailto:info@icon-plc.co.uk)