

# ADP® Network Phone *SUCCESS STORY*

## Tom's Ford Keyport, New Jersey

Thanks to ADP's IP Telephony solution, the ADP® Network Phone, Tom's Ford of Keyport, New Jersey, not only communicates more efficiently with its customers, but the dealership is positioned to keep up with its changing communications needs well into the future.

“When we learned that ADP Dealer Services offered IP Telephony, we decided to rely on a single company that could meet all our needs.”

Mike Lyttle, Partner  
Tom's Ford

### Stand-alone phone system outdated

Faced with the reality that the dealership was rapidly outgrowing its old stand-alone phone system, Mike Lyttle, partner at Tom's Ford, turned to ADP Dealer Services for help. “The old system was difficult to administer, keeping it updated was becoming increasingly time-

consuming, and we weren't confident about the prospects for long-term support,” says Lyttle.

The ADP Network Phone combines ADP's data and networking expertise with the Cisco Call Manager phone system to provide dealers with a single converged network that carries all voice and data communications via the same

routers and switches. “ADP's IP Telephony allows us to bring one wire to each desk, enabling employees to efficiently perform multiple tasks,” says Lyttle. “The new system also saves us administration time, freeing us up to do what we are supposed to be doing, and that's selling cars.”

cont'd ►



SELL CARS, PARTS AND SERVICE PROFITABLY.™

# ADP® Network Phone SUCCESS STORY



## IP Telephony offers many benefits

Through its many unique features, the new system is helping Tom's Ford service writers and sales personnel organize, manage and improve customer communications. For example, Tom's Ford can now monitor the usage levels of a specific extension, or groups of extensions, allowing the dealership to optimize phone staffing to provide better customer service. The same feature can also be used to track how many calls come to an assigned number in response to specific marketing campaigns.

## Designed to meet future demands

Because the ADP Network Phone solution is designed to quickly and easily adapt to changing dealership requirements, Tom's Ford doesn't have to worry about outgrowing the system. Moving, adding or changing phone connections are simple and inexpensive, and open system

“The system gives us a common interface, making it simpler to manage all of our communications on a day-to-day basis.”

Mike Lyttle, Partner  
Tom's Ford

architecture enables new application development such as Customer Relationship Management and PC-based phones.

Customer, vehicle, sales and service data from ADP's Dealer Relationship Management or Customer Relationship Management systems will be easily accessible from one convenient place... the ADP Network Phone. This will enable Tom's Ford employees to quickly obtain information that will strengthen customer relationships and increase vehicle, service and parts sales.

## Seamless installation with World Class Service

As sophisticated as an IP Telephony Solution is, the ADP installation process was seamless without any system downtime. The ease of

installation is a direct result of the support and dedication of ADP's trained professionals. In addition, Cisco Systems® has awarded ADP with IP Telephony Specialization Certification. The certification recognizes ADP for their knowledge and expertise in selling, designing, installing and supporting a multi-service network solution.

“The depth of knowledge and experience that was brought to bear on our installation was impressive,” says Lyttle. “Thanks to ADP's familiarity with the dealership's infrastructure and our method of doing business, we didn't miss a beat. We were up and running the next business day. I think any dealership interested in the long-term viability of communicating with their customer should look to ADP.”



Service Provider  
Solution Partner

