



greenhous

ENTERPRISING COMMUNICATIONS SAVES TIMES TOP 100 COMPANY OVER £20K PER ANNUM

Greenhous, one of the country's largest and most diverse automotive groups, are listed in the Sunday Times top 100 largest private companies in the UK.



FACT FILE: With impressive credentials Greenhous Group Holdings can boast sales of over 100,000 vehicles every year, an annual turnover exceeding £700 million and an army of over 800 staff - across two clearly defined business areas:

- **Greenhous car and commercial vehicle dealership**, which comprises of 16 franchised sites in the West Midlands area, including Vauxhall, VW Commercials, Nissan, Ford, Volvo and DAF Trucks, as well as an extensive bodyshop network.
- **Smart Fleet Solutions** operate in several different business areas throughout the UK, from vehicle retailing and technical services through to refurbishment and inspection.



THE CHALLENGE

Through continued success and expansion Greenhous made the decision to relocate their headquarters to accommodate their growing team. They needed a new communications solution installing in their new office, and across their multiple sites.

With additional users and an annual call volume in the region of 1 million calls per year, they required more reliable support for their telephony provision while reducing their annual spend.

Greenhous record their calls for training and monitoring purposes, so with the advent of GDPR, it was imperative that call recording and storing was compliant with GDPR legislation.

They needed a company with reliable SLAs and who were fast to deliver the solution in the event of a fault or issue occurring.



WHY SERIUN?

At enterprise level, optimal efficiency and productivity are crucial for Greenhous' operations to run successfully. This means they needed to partner with an experienced and highly skilled company to manage their telecommunications and connectivity needs. They turned to Serium after they were highly recommended by a reliable source. Furthermore, Alan, Director of Serium Communications, had previously worked with the group so had a proven track record and was highly respected.

“ MANAGING OUR ENTIRE TELECOMS ESTATE IS A HUGE RESPONSIBILITY FOR ANY COMPANY, NOT TO MENTION THE SEAMLESS INSTALLATION OF ALL SYSTEMS FOLLOWING THE RELOCATION OF OUR HQ. SERIUN HAVE PROVED TO BE THE RIGHT COMPANY FOR US AND HAVE EXCELLED IN GETTING THE JOB DONE SMOOTHLY. ”

Marshall Cotterill | IT Manager, Greenhous

SMART FLEET ARE A FORCE TO BE RECKONED WITH



Ariel view of Smart Fleet's Headquarters

Smart Fleet Solutions are vehicle refurbishment experts and are part of Greenhous Group Holdings Ltd. Serium support them too through connectivity and telephony provision.

With roots dating over 100 years, Smart Fleet are renowned for being the largest supplier of fleet cars to the mobility network in the UK.

They operate across five locations and employ over 400 people who process over 500,000 vehicles every year.





THE WINNING SOLUTION



Greenhous' Volkswagen van centre, Bilston

THE APPROACH

Following Greenhous' Head Office re-location, Serium installed a new enterprise grade phone system, with new IP handsets. They upgraded their phone lines throughout the business from ISDN to SIP and provided free call packages on all SIP trunks.

As part of their solution, site to site extension calling and routing was enabled. GDPR compliant call reporting & recording was implemented with the ability to report all stats for incoming and outgoing calls, which helps with monitor performance and quality of service.

In addition, Serium employed a full Disaster Recovery solution for that added peace of mind.

THE DETAIL

- Serium conducted a thorough health check of Greenhous' entire system across the group and from site to site.
- They identified and resolved existing errors and faults, including inefficient call routing and overflow processes, and faulty handsets.
- They carried out pre-planning through joined up meetings with the Greenhous team to identify, discover and plan the best solution to implement changes – confirming what they intended to achieve on site.
- Solution implementation began with a new Samsung OfficeServ phone system being installed into their Head Office and all of Smart Fleet's phone systems were upgraded across their five sites.
- SIP trunks were introduced and ISDN removed, then Serium re-configured and re-ordered all the extension numbers logically.
- GDPR compliant recording features were built into their IVR system and compliant storage methods were employed.
- Disaster Recovery methods were investigated and implemented by introduction of SIP – this allowed calls to be routed from site to site in a disaster situation.

GREENHOUS ARE A PLEASURE TO WORK WITH AND IT'S HUMBLING TO KNOW THEY ARE NOW ENJOYING THE BENEFITS FROM THE UPGRADED SYSTEMS WE'VE INSTALLED AND THAT THEY REALLY ARE MAKING A SIGNIFICANT DIFFERENCE TO THE SPEED AND EFFICIENCY OF THEIR OPERATIONS.

Alan Scully | Communications Director, Serium



Vincent House - Greenhous' new headquarters



THE RESULTS

The upgraded phone system and conversion from ISDN to SIP has created significant annual savings for Greenhous of approximately £20k. They now enjoy increased efficiency and productivity too.

Prior to the upgrade, with the intense volume of calls made, Greenhous were reporting faults daily, but now it is as little as once per fortnight, all credit to having a very robust and fully integrated system.

They also enjoy better connectivity and much greater resilience across all of their sites, with the peace of mind that their call process is fully GDPR compliant.

WE'RE DELIGHTED THAT SERIUM NOW TAKE CARE OF ALL OUR COMMUNICATIONS NEEDS, SO WE NEVER HAVE TO WORRY ABOUT A THING. PARTNERING WITH THEM HAS BEEN A GREAT MOVE FOR US – WE NOW ENJOY ALL THE BENEFITS OF MORE EFFICIENT AND ECONOMICAL SYSTEMS, AND REALLY FEEL LIKE THEY ARE PART OF THE GREENHOUSE TEAM.

Marshall Cotterill | IT Manager, Greenhous

