



Case Study

AT A GLANCE:

The Client:
Flow Automotive,
Winston-Salem, NC

The Business:
37 Car dealerships in 2
states

The Objective:
Improve communications,
reduce costs & complexity

The Solution:
Star2Star Business Internet
Telephone System



Flow Automotive grows with Star2Star

Flow Automotive has been selling cars for more than 50 years. Over those years, their operation has grown from a single car lot to include 37 new car dealerships representing 19 automotive brands, spread over 10 locations in 2 states. As the business grew, so did communications costs. Unfortunately, those costs were growing faster than the business.

In early 2010, Flow put out a call for help. They had too many phone systems, too many phone lines, too many phone numbers, and their communications bill was too big. According to Chuck Young, Telecommunications Manager at Flow Automotive, "We realized that over the years, we had gotten ourselves into the phone business. We needed to streamline, consolidate, and modernize our telephone system, with minimal interruption to our daily business."

After considering proposals from several companies, Young decided to evaluate the Star2Star Business Internet telephone system, provided by I-Connect Solutions, LLC in nearby Winston-Salem. Young chose Star2Star because of the lower installation and operating costs, and because of the strong recommendation provided by I-Connect, who had previously installed several Star2Star systems.

As a pilot project, I-Connect Solutions installed a Star2Star system at Flow Mini, a brand-new dealership in Raleigh, North Carolina. The Mini dealership has about 24 desk phones, plus additional analog connections for paging and customer convenience phones. Phones are a car dealer's lifeblood, so the system is connected to two different Internet connections, using Star2Star's dual-WAN capability to provide failover protection. If the primary connection goes down, the phone system will automatically switch to the backup to maintain connectivity.

Flow's service and sales professionals are highly mobile, moving in and out of their offices all day long. Star2Star's innovative Find Me / Follow Me feature allows them to route incoming calls to ring their desk phones and cell phones simultaneously. This saves time, raises productivity, reduces voicemail tag, and increases customer satisfaction.

The Star2Star system has helped Flow's bottom line, too. While Flow typically spends about \$1700 per month on communications costs for each of their campuses, their monthly outlay for Flow Mini is around \$300. And since Star2Star provides the circuits, the PBX, and the desk sets, Flow receives a single invoice every month that covers all of their telecom costs. If there is a problem, Star2Star solves it.

The Star2Star system has performed flawlessly since day one, requiring only minimal employee training. Young plans to switch the remaining 9 Flow Automotive campuses over to Star2Star systems as leases and contracts for their existing phone systems expire.

For more information, contact:

Les Freed • Director of Media Relations
Star2Star Communications, LLC
600 Tallevast Road, Suite 202
Sarasota, Florida USA 34243
Tel: 941-234-0001 X109
www.star2star.com



Your local Star2Star Dealer:



Rick Cooper

Avante Solutions Inc.

Phone: 828-351-9520

rick.cooper@avantesolve.com