

Case Study

MOTOR CITY'S FLEXIBLE UNIFIED COMMUNICATIONS UPGRADE INTEGRATES WITH DRIVECENTRIC CRM

Motor City of Bakersfield is an auto dealership that operates in four locations. It used to rely on an outdated ShoreTel phone system that was inefficient and costly. Motor City wanted to find a better way to communicate and collaborate across their sales and service departments, as well as integrate the DriveCentric CRM system by unifying all communications. After researching options with AT&T and other providers, Global CTI was invited to discuss how we felt the locations could work together more efficiently and Motor City hoped to save on overall operating costs, too.

During the discovery process, GCTI demonstrated multiple solutions including Mitel MiVoice Business, RingCentral, and 8x8. Our agnostic approach to finding the best solution, along with our transparent pricing was a critical decision-making point with the COO. Ultimately RingCentral was chosen as the most cost-efficient option for Motor City, and with GCTI's suggested PurpleCloud CRM integration tool, the DriveCentric CRM linked up perfectly to track calls, emails, and texts across all departments.

Global CTI managed the installation of 254 phones across four locations plus two days of training staff and the IT Manager on how to best utilize the collaborative features of RingCentral. We were able to offer more connectivity between the locations and save on overall operating costs.



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THE RESULT

After a successful RingCentral migration, Global CTI became a trusted advisor to Motor City and we continue to provide managed support to ensure the solution is maintained on a regular basis. The dealership is looking to GCTI for help adding surveillance cameras in the near future.