

## CUSTOMER BRIEF



## LIMOUSINE EIGHTEEN



Limousine Eighteen Ltd. is a luxury ground transportation company that offers airport transportation, chauffeured cars, and special services for corporate sports and entertainment events. Located in Burlington, Massachusetts (near Boston), the firm provides regional service throughout New England, plus worldwide scheduling through a network of global affiliates. For more information, visit [www.limo18.com](http://www.limo18.com).

### Challenge

The ground transportation industry is highly competitive, so Marc and Linda Shpilner of Limousine Eighteen strive to make sure their firm will always stand out above the rest for luxury services and outstanding customer relations.

To maintain this competitive edge, they needed state-of-the-art communications capabilities to make it easy for customers to contact them and for Limousine Eighteen's customer service reps to respond to customers. They also wanted to explore mobility options to serve customers efficiently on a 24-hour basis, both on-site and remotely.

Delivering exceptional service also requires the ability to attract and keep outstanding employees. In addition to an excellent environment and top-notch training, the Shpilners wanted to provide an advanced telecommunications solution that could empower employees to do their jobs efficiently and also enable them to work at home during unsafe weather conditions and other unusual circumstances. *"In an area that had at least 20 days of really disabling weather last year, it's essential that we have good options for ensuring absolutely uninterrupted communications with our customers,"* Marc commented.

Since their previous system did not offer the flexibility they needed to build for the future, the Shpilners decided to invest in a new solution to help improve customer service and operational efficiencies, and to offer new mobile/home office capabilities.

### Solution

The Shpilners worked with All Business Communications (ABC), an Avaya Authorized BusinessPartner, to deploy an Avaya IP Office system with Unified Communications for Small Business. This is a powerful software solution that helps small businesses use communications to increase productivity, improve customer service, and realize significant savings. It can enable employees and management to have the communications capabilities they need to be productive and responsive no matter where they are working. And, it's efficient to implement, manage, and use.

**“ We have tried to distinguish our business in a number of ways, but I really think that our Avaya IP Office communications system is one of our most outstanding competitive features. It enables world-class customer service, and it provides us with many tools for initial training and ongoing development of our staff. Our management team found the operational efficiencies to be simply amazing. ”**

— Marc Shpilner, President, Limousine Eighteen, Ltd.



IP Office met all of the Shpilners' original expectations and opened up new ways of improving their operations. The mobility and home office features have had a particularly transformational effect on the business. Marc Shpilner especially enjoys the ability to move from office phone to cell phone to home office phone seamlessly, so that customer calls are never interrupted. He feels completely in touch with every aspect of the business no matter where he is.

The company has also been able to recruit and retain employees who, for reasons of location or family situation, need to work at home. Those virtual offices are equipped with VPN phones that provide the same phone system functionality enjoyed by the on-site employees through a secure connection to their network. Marc is able to keep as closely in touch with their work at home as he does when they are on-site.

*"The home office situation we have is working out great," Marc said. "One of those employees lives out of state, and I couldn't have hired her unless I could offer the home office option. The other employee lives locally, but we would have lost her to maternity leave if she wasn't able to work at home."*

Marc added, *"I wish we had known about how good the home office solution can be when we leased our current offices. We might have taken less space than we have now, and we may even consider that option in the future."*

Limousine Eighteen is also making extensive use of the built-in call center functionality for call monitoring, agent log-in, queuing, and call recording. A call accounting feature enables management to gauge many aspects of their business accurately against firm data, and Witness ContactStore enhances their use of call recording for training and quality control.

## Results

- **Customer service improvements.** With automated call routing, customers now experience virtually no hold times or queues. Call recording enables instantaneous review of calls for clarification of details. Call accounting helps management plan workflow during normal and peak call periods.
- **Mobility and home office capabilities.** The company's advanced communications system provides competitive advantage for recruiting and retaining the most qualified employees. Mobility and home office solutions enable the organization to expand their work force to include people who need to work at home all or part of the time. The home office option also opens up future possibilities for savings on office space.

Mobility and remote services offer other growth opportunities, as well. Limousine Eighteen has already been able to set up a temporary remote office to service transportation needs at the Boston Marathon. The Shpilners anticipate being able to grow the business by offering more remote services in the future.

- **Productivity and quality of performance.** The workload is more efficiently balanced among agents now, enabling each employee to be more productive and efficient. Management's visibility into the system helps them to monitor calls for quality assurance.
- **Ease of management.** The Shpilners and their IT manager are extremely comfortable with the level of supervision that the telephone system allows for on-site and remote employees. Marc finds it easy to use the mobility features in order to stay connected with his office at all times.
- **Cost savings and investment protection.** The Avaya IP Office system has proven to be more economical than their previous system both to install and maintain. The Shpilners feel that their investment is sound because the Avaya system has the scalability and flexibility both to drive and keep pace with their growth for many years to come.

## Applications and Services

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|-----------------------|---|
| • Avaya IP Office     | • Avaya 5600 Series IP Phones               |
| • Avaya Contact Store | • Unified Communications for Small Business |
| • Avaya VoiceMail Pro | — Mobile Twinning                           |
| • Call Accounting     | — Phone Manager Pro                         |
|                       | — VPN licenses (for IP phones)              |

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

All statements in this Case Study were made by Marc Shpilner, President, Limousine Eighteen, Ltd.