

# TeleComp Tunes Up Bumper to Bumper Auto Parts with New Mitel VoIP Phone System

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Trying to operate a business in today's digital world with an analog phone system is like trying to keep your vintage Studebaker running. Not impossible, but like a vintage car, analog POTS, or plain old telephone service, is becoming much more difficult to maintain. And it's getting a lot more expensive. That's the situation Parts Warehouse Inc. (PWI), a member of the Bumper to Bumper Alliance, faced as it struggled with maintaining consistent and dependable phone service across its 200 retail stores, many of which are in rural areas.

"Our relationship with our customers is why we've been in business for over one hundred years," says Rick Spugnardi, CIO and Vice President of PWI's Digital Business. "Our customers know the person on the other end of the phone, and nothing can disrupt that. When a mechanic needs a part, they need it quickly. Eighty percent of the time they order parts over the phone and if we don't answer, they'll turn to our competition and may never return.

Facing the unreliability and rising costs of analog service – the cost of \$28 POTS lines in a typical store had increased to \$107 -- PWI knew it was time to enter the digital age. And that they would need a master mechanic to upgrade all their Bumper to Bumper stores to VoIP phones. Spugnardi brought on TeleComp for the necessary heavy lifting to deliver a big win for his team.

To ensure minimal downtime, TeleComp worked closely with Parts Warehouse to prepare and establish a fast-tracked process for migrating its multiple retail locations to a new VoIP system featuring industry-leading hardware and software from Mitel. Six stores were selected as test sites. An extensive checklist was required for each store prior to conversion to address primary number portability, potential DSL issues, differing phone carriers and ISPs, proper cabling, number of phones and port scheduling. Timing of POTS termination was also critical to avoid unnecessary redundant charges.

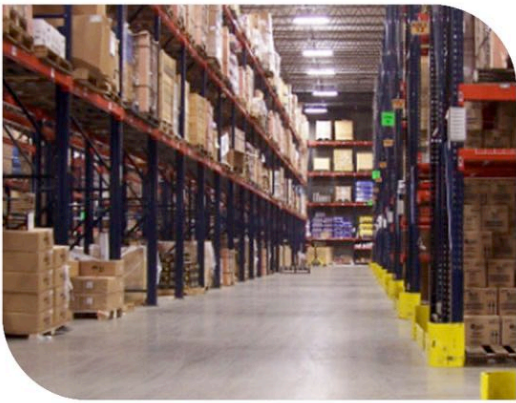
TeleComp's Carrier Support team managed number porting and disconnects of all POTS service. The Cloud Service team configured the new Mitel VoIP phone system to meet each store's unique needs. And the Marketing team developed a quick reference guide to help employees quickly learn how to use their new phones. Final adjustments to the process were made prior to moving to a phased approach for the remaining stores.



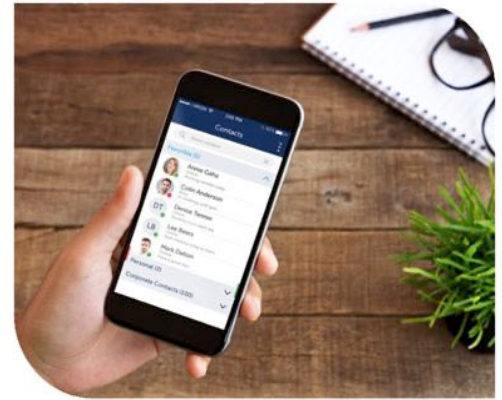
“The transition to the new phones had to be smooth and the call quality had to be perfect. TeleComp delivered as promised, made course changes as needed and helped my team deliver successfully in this highly visible project,” reports Spugnardi. With a more stable phone system with built-in redundancy and new functionality -- including voicemail to email, call routing, desktop and mobile clients, extension dialing between stores and contact center capabilities -- PWI has already seen a return on its investment.

“Each store manager is compensated to maximize profits for their store. A weak ROI was not acceptable,” says Spugnardi. “TeleComp was diligent in helping us establish the shortest ROI. The average store experienced an ROI of 211% in the first year of implementing the VoIP system and took just 3.85 months to break even.

“We planned on helping our store managers’ bottom lines. We planned on improving efficiencies. And we planned on a smooth implementation. Thanks to TeleComp, our plans were all on-target.”



Powering connections



### About Parts Warehouse Inc.

Parts Warehouse Inc. is a locally owned private corporation operating in the aftermarket auto parts, paint and heavy-duty parts business. In business for over 100 years, it competes with national companies such as NAPA, O’Reilly, Advance and AutoZone, as well as other locally owned parts stores in Alabama, Arkansas, Louisiana, Mississippi, Missouri, Oklahoma and Texas.



### About TeleComp

TeleComp was founded in 2003 in Northwest Arkansas after the merger of three smaller telecommunications and computer companies. TeleComp expanded to Little Rock in the following years. TeleComp specializes in Hosted Cloud phone systems and contact centers utilizing its own proprietary cloud platform, TeleCloud. Additionally, as a Tier 3 Phone and Internet Carrier, TeleComp delivers business fiber through its own fiber network and wholesale agreement with AT&T. In 2018, TeleComp secured its Platinum statuses with both Mitel business telephones and AT&T Partner Exchange program providing fiber sales and service, which makes it one of the largest service companies in the United States.



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