



Technology you need.  
**Experience you deserve.**

CASE STUDY

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

*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 phones are becoming much more difficult to maintain while 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.

Facing the unreliability and rising costs of analog service — the cost of analog phone lines in a typical store had increased from \$28 to \$107 per line per month — PWI knew it was time to enter the digital age. They also knew they would need a master mechanic to upgrade all their Bumper to Bumper stores to hosted phones. **PWI CIO Rick 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 cloud 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 analog phone line termination was also critical to avoid unnecessary redundant charges.

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*“Our relationship with our customers is why we’ve been in business for over one hundred years. 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.”*

*Rick Spugnardi  
CIO and Vice President of  
PWI's Digital Business*



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TeleComp's Carrier Support team managed number porting and disconnects of all analog phone services. The Cloud Service team configured the new hosted phone system to meet each store's unique needs and developed a quick reference guide to help employees quickly learn how to use their new phones.

"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.



*"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 new system and took just 3.85 months to break even."*

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. "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.**"

### About Parts Warehouse Inc.

Parts Warehouse Inc. is a locally-owned private corporation operating in the automotive aftermarket industry. 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.