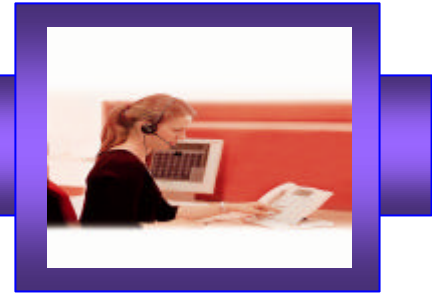


Factoring in an advantage



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Paul Gibbs, Manager Havant Motor Factors

Havant Motor Factors (HMF) is one of the largest suppliers of car accessories and parts on the south coast. The company decided to upgrade their existing Panasonic analogue telephone system to the new generation digital hybrid switch with ISDN and turned to local dealer, Communications South for advice.

HMF had a comprehensive ‘wish-list’ for the replacement system. They wanted an ISDN system for its digital clarity and speed of connection; an informal call centre facility that would centralise customer contact; the ability to identify incoming callers’ numbers (CLI) and the flexibility for the new system to expand with their business. Most crucially though, the new system had to integrate with an existing software application, AutoPart™ by MAM Software Ltd.

Having examined HMF’s requirements and after consultation with Panasonic, Communications South proposed the KX-TD816 digital hybrid telephone system together with Panasonic’s new Desktop Telephony Assistant (DTA) software. The new DTA software easily cleared the major hurdle of integration with the customer’s existing software application through its powerful yet simple macro scripting feature.

AutoPart is an order processing application that enables HMF to look up most car parts from an extensive database. By transferring the latest customer list database from AutoPart into the DTA and assigning customers a unique reference number, HMF discovered that it could provide what in essence was a customer relationship management (CRM) facility. But at a fraction of the cost.

When a call comes in, the DTA associates the unique reference account number with the customer’s calling line identity, presents this to the AutoPart application and initiates a customer account detail search and displays

the customer’s details, ready for the operator to take order instructions.

Paul Gibbs, Manager Havant Motor Factors commented, “The DTA has seamlessly integrated with our existing AutoPart software allowing us to automatically retrieve existing customer details therefore enabling us to process their order more efficiently. We are so pleased with the results that the DTA has delivered and have no hesitation in recommending this to any of our business associates.”

His comments were echoed by the company’s Managing Director, Alastair Sperring, who said, “For Havant Motor Factors to succeed in an increasingly competitive and cost sensitive market, we had to improve efficiency in dealing with our customers. We recognised the need to improve on many fronts but little did we appreciate the enormous change that the DTA would make to our business. The DTA has enabled us to get to know our customers, respond to their individual needs and deliver enhanced customer service.”

The Panasonic Desktop Telephony Assistant (DTA) provides a CTI solution via any of Panasonic’s KXTD/KXTDA Telephone Systems.

For further information visit

www.panasonic.co.uk/telecom