



# Telephony upgrade from Telcom puts the 'vroom' into voice for leading motor distributor

## Introduction

The Gowan Group is a family-owned holding company controlling many successful trading companies as well as significant property holdings and financial investments in public and private companies in Ireland, Northern Ireland and the U.K.

Founded in 1969, the group is probably best known in Ireland as the exclusive distributor of several blue chip motoring brand names including Peugeot, Honda and Opel.

The group has been the exclusive importer and distributor in Ireland of Peugeot (since 1969) and Honda (since 1984), Opel (since 2019), DS (since 2020) and Citroen (since 2021) through a strong network of dealers country-wide.

In recent years, the group has also diversified its portfolio with the addition of Senator Windows and the KAL Group, a distributor of kitchen and domestic appliances including globally recognised brands such as De Dietrich, Nordmende, KitchenAid, Shark/Ninja, Franke, Sharp, Nilfisk and Whirlpool among others.

However, motor retailing continues to play an important role in the group's success story through its flagship state of the art premises at Gowan Navan Road in Dublin west. And a telephony project for this premises formed the basis of a new business partnership between Gowan Group and Telcom.

## Business Challenge

The Gowan Group has undergone strong business growth in recent years, particularly following the acquisition of motoring giant, Opel.

An aggressive marketing strategy successfully captured increased market share with the result that its Peugeot marque now features in the top four in the country.

At its Dublin-based head quarters, Gowan Distributors Ltd are responsible for managing the Peugeot dealer network, national marketing and advertising campaigns, finance, aftersales service and vehicle distribution. Telephony is the lifeblood of the company allowing it to stay connected to its customers and suppliers, nationwide.

A PBX system was installed a number of years ago and systems administrator Mark Shore was responsible for performing the management and maintenance on the system.

However, with an increasing workload, this had proven to be unwieldy at times. Mark and his team wanted to migrate to newer technology and a new partner, who could offer the flexibility of service his growing business demanded.

Following a competitive tender process involving two other potential suppliers, Telcom emerged successful and was chosen to complete the telephony upgrade.



## Hosted Telephony Provides Predictable and Reliable Service

It was clear from discussions between Mark Shore and the Telcom team that the Gowan Group wanted the latest technology with maximum flexibility and minimum overhead. Enter Telcom's hosted telephony solution, based on Avaya's IP Office, a market leader in unified communications and contact centre systems.

*"We wanted telephony technology that was reliable and that represented best-in-class in the industry. We also wanted a reliable outsourcing partner, who could absorb some of the internal administration of the system, given our strong business growth."*  
Mark Shore, Systems Administrator, Gowan Group

The solution not only ticks the technology box but also the financial one, delivering predictable monthly payments per user that avoid the need to find capital investment for the upgrade.

High-quality voice communication is a given but features such as programmable hunt groups and interactive voice response allow calls to be directed to the desired department offering callers a streamlined contact experience.

Voicemail and unified messaging allow internal staff members to respond to callers in an efficient fashion, while presence provides information on the online status of users, facilitating much faster decision-making.

Avaya technology is complemented by the Telcom service wrap through our helpdesk, ensuring that Mark and his team can rely on fully certified Avaya engineers to make those all-important adds, moves or changes. As an Avaya Edge Diamond partner, the highest possible accreditation in Avaya's partner program, Mark can rest assured that the most critical communications channel in his business is in a safe pair of hands.

Call reporting that offers in-depth insights into call patterns are generated quickly and easily, providing for efficient capacity planning and more streamlined communication.

## Solution Spotlight

Telcom offers flexible hosted telephony solutions, built for businesses and contact centres of all sizes. There's a reason why Telcom recommends Avaya. It's offers businesses like the Gowan Group the most feature-rich functionality that can scale up or down at will, reflecting the seasonal peaks and troughs that many businesses experience.



### Hosted Telephony Licenses for 60 Users

Based on Avaya technology and hosted in Telcom's secure data centre, the solution provides high-quality, high-availability voice services to 60 fixed and mobile users.



### Feature-Rich Technology

The solution delivers all the features you would expect from an enterprise-grade solution including voicemail, unified messaging, call recording, call conferencing, auto attendant and interactive voice response. And with Avaya's commitment to software development, the Gowan Group are automatically upgraded to the latest version of the system.



### IP Desktop Phones

Robust, reliable IP desktop handsets for each user, branded with the Gowan Group logo on each LCD screen



### Mobile Soft Client

Employees are no longer tied to the office. The Avaya Workplace app provides a single app for voice, video, messaging, conferencing and calendar and keeps everyone productive on any device, from any location. This flexibility has proved to be exceptionally beneficial during the Covid-19 pandemic and periods of substantial business disruption.



### SIP Trunks

SIP (Session Initiated Protocol) connections replaced traditional phone lines with all voice traffic running through Telcom's carrier-grade network via IP.

**AVAYA**Edge<sup>SM</sup>  
Diamond

*"It's important that we have a trusted outsourcing partner so when we ask for something to be done, it's done quickly and efficiently. The Telcom team are excellent. If we log support tickets, they are always followed up quickly and overall they are very responsive to our needs."*

Mark Shore, Systems Administrator, Gowan Group

## Reduced Telecoms Costs Thanks to SIP Trunking

SIP trunking allows organisations to leverage the power of their data network for voice traffic. In this case, the Gowan Group could retire their existing telephone lines and connect to Telcom's carrier-grade network via IP. SIP connectivity prepares organisations such as the Gowan Group for the eventual retirement of traditional PSTN networks and also significantly reduces telecoms costs.

*"When evaluating the Telcom solution, the low ongoing costs would have been one of the things that attracted me to it. It's a cost-efficient solution. And Telcom's free handset promotion also helped us to reduce the cost of the overall solution."*

Mark Shore, Systems Administrator, Gowan Group

And the issue of cost was also positively addressed through the deployment of Avaya Workplace, the soft client app that keeps staff connected, irrespective of their physical location.

The app can be installed on a mobile device or laptop computer with headset. In fact, each license allows the app to be installed on up to 10 different devices with a single number reach, recognising the fact that the world of work has changed forever, and we are now using multiple devices to stay in touch.

*"The fact we don't have our PBX tied to the building or have physical infrastructure to manage and maintain is important to us. It's a real business enabler."*

Mark Shore, Systems Administrator,  
Gowan Group

