



Customer Case Study

Electric City Harley-Davidson®

The **ESI eCloud PBX™** drives reliable and consistent customer communications for a family-owned dealer of iconic brand in the Northeastern U.S.

Electric City Harley-Davidson® is the largest dealership in the area and delivers the "Thrill of the Ride" to customers in Scranton, Pennsylvania, and surrounding states. Along with their talented staff, the Hannum family continues to provide exceptional customer service, focusing on exceeding their customer's highest expectations, while maintaining their standing as one of the largest Harley-Davidson® dealerships in the entire nation.



Customer Challenges: *Electric City Harley-Davidson®* had an existing cloud-based solution that did not meet expectations, impacting the company's values of providing exceptional customer service. Their primary areas of frustration initially revolved around paging and integrations to their music source. With multiple departments (sales, service, parts, merchandise, etc.) it was imperative that the paging system worked consistently. The previous solution conflicted with their network's robust firewalls, causing the paging and music systems to fail on a consistent basis, followed by poor service and response times from the provider.

Electric City Harley-Davidson® scheduled a customized, live solution demo of ESI's cloud-based offering, that included a look at some stand-out features like Call Park and Paging that addressed their business needs. After considering all of their options, they selected the **ESI eCloud PBX™** solution for their business.

Outcome: ESI successfully implemented a cloud-based solution with 20 user seats, including simultaneous ringing at multiple stations and hunt groups, while supporting the critical need for answering calls with a live person during business hours. After hours, auto-attendants and direct numbers (DIDs) now allow customers and vendors to reach their destination easily and efficiently. Paging now works reliably throughout the facility, and callers hear music on hold without issues. *Electric City Harley-Davidson®* also loves the look and feel of the **ESI ePhones™** that are easy-to-use and maintain, in addition to the responsive U.S.-based support and hardware warranty that remains in effect for the full lifecycle of the agreement.

Estech Systems, Inc. (ESI) Strengths

- Easy-to-use solution with robust feature sets.
- Competitive pricing for reduced operating costs.
- Reliable platform with consistent uptime (99.999%).
- Disaster Recovery to stay online in emergencies.
- Support is responsive, knowledgeable & U.S.-based.
- Comprehensive live solution demonstrations.
- Full hardware warranty for lifecycle of agreement.

Displaced Provider Weaknesses

- Solution clashed with existing customer firewalls.
- Paging system and music on hold did not work consistently.
- Slow support response times and customer service.
- Customer worried about missed calls and lost business.

The ESI Advantage

- **Comprehensive Demos:** ESI performs live, customized virtual demos so customers see the full solution before investing.
- **Multiple Phone Options:** ESI offers desktop phones, mobile apps and softphones to fit the needs of distributed workforces.
- **Reliability & Consistency:** ESI's cloud network has Five 9's (99.999%) uptime and built-in disaster recovery.
- **Customer Support:** ESI is responsive, available 24x7, U.S.-based, and has extensive product knowledge.
- **In-depth Training:** ESI conducts extensive end-user training to ensure successful deployments.
- **Hardware Warranty:** ESI provides a full hardware warranty for the complete lifecycle of the customer agreement.

See the powerful **ESI eCloud PBX™** for yourself!
Schedule a Demo at www.esi-estech.com or call 1 (800) 374-0422.