



Toyota Forklift Distributor Increases Customer Responsiveness for Competitive Advantage with Cisco Unified Communications

Executive Summary

TOYOTA FORKLIFTS OF ATLANTA

- 184 employees
- 4 branch locations

INDUSTRY

- Material Handling

BUSINESS CHALLENGE

- Support company growth
- Enhance customer service
- Control employee costs

NETWORK SOLUTION

- Replace PBX with Cisco Unified Communications system
- Provide mobile managers with IP phones and network connectivity
- Use Cisco MeetingPlace for voice, video and Web conferencing

BUSINESS VALUE

- Savings of \$100,000 - \$200,000/year
- Consolidation of customer services

With Cisco Unified Communications, Toyota Forklifts of Atlanta is improving customer service and reducing communication costs at the same time.



BUSINESS CHALLENGE

With branch operations throughout metropolitan Atlanta and in Augusta, Georgia, Toyota Forklifts of Atlanta provides its clients the number one selling forklift brand in the United States, along with award winning parts, service, rentals and training. Progressive thinking manufacturers, distributors, wholesalers and retailers use material handling companies like Toyota Forklifts of Atlanta to control their material handling costs. The company currently has over 180 employees in four branch locations, including a sales and service force of over 130.

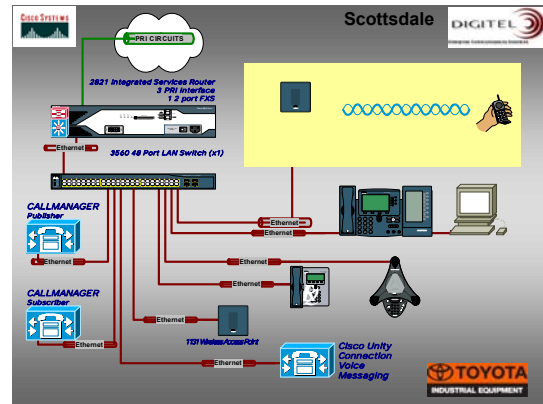
The voice system has strategic significance to Toyota Forklifts of Atlanta, which receives an average of 1,500 calls daily from hundreds of customers throughout north and central Georgia. The company’s four receptionists answer every call personally — part of Toyota Forklifts of Atlanta’s commitment to customer service. “Our voice system is business-critical because if someone can get in touch with us more easily than a competitor, we gain a competitive advantage,” says Lee Smith, President.

When Toyota Forklifts of Atlanta added a second building to its branch operation in Suwanee, Georgia, they decided to replace their PBX system, which otherwise would have required an expensive upgrade. The company decided to take advantage of the opportunity to begin consolidating their previously separate systems for voice, voicemail, and data into a single unified communications system. A primary requirement for the new system was the ability to serve

more users without requiring the company to purchase additional support modules. “We wanted to easily deploy new IP phones as dictated by the company’s growth,” says Hal Latham, CFO. Other criteria in the decision making process was for employees to be able to set up and conduct voice and video conferences, receive voicemails and faxes in their Outlook email inbox. They also want to provide a central answering position, which eliminates the need for a receptionist in each location. Finally, Toyota Forklifts of Atlanta wants to be able to perform moves, adds, and changes without having to pay third-party service providers. All of these features ultimately provide a substantial ROI for the company.

NETWORK SOLUTION

The company uses Cisco Unified CallManager for call processing, Cisco Unity Voicemail and Wireless Access points to communicate across their Wide Area Network. A diagram of the corporate headquarters and the subsequent branch deployment can be found at the end of this case study.



BUSINESS RESULTS

The investment in Cisco Unified Communications is expected to save Toyota Forklifts of Atlanta \$100,000 to \$200,000 annually. The largest savings component, \$100,000, will result from consolidating certain customer service functions. In addition, the ability to perform moves, adds and changes in-house instead of paying a service provider will save at least \$100 per incident, adding up to approximately \$20,000 annually. The remaining cost savings come from avoiding toll charges between the Atlanta and Augusta branches, and between Georgia and Toyota’s headquarters in California.

Product List

Routing and Switching

- Cisco 2821 Router
- Catalyst 3560 Switching

Voice and IP Communications

- Call Manager- Call processing
- Cisco 7960 and 7940 handsets
- Cisco 7920 Wireless Handsets
- Cisco Unity Connection Voicemail
- Cisco IPCCX Call Center Application

Remote Access

- VPN through Cisco 2821 ISR

Finally, Cisco Unified Communications strengthens the Toyota brand by making it easier for callers to reach Toyota Forklifts of Atlanta employees, underscoring the company’s commitment to excellent service. One reason is the practically unlimited capacity of the system. With the previous system, if the company experienced a higher than usual call volume, callers received busy signals. “Now we can process an unlimited number of calls, strengthening our reputation for customer service,” says Smith.

NEXT STEPS

Toyota Forklifts of Atlanta is planning to roll out the Cisco Unified Communication solution to all branch operations in the coming months. Once fully implemented, the company expects that its voice and data systems will easily accommodate the expected double-digit growth predicted by its OEM, Toyota Material Handling U.S.A.

For further information about these advanced technologies, contact Sarah Mercer Tinnon, National Account Executive, with Digitel Corporation, at 770-452-9249.

This customer story is provided by Toyota Forklifts of Atlanta, and describes how that particular organization benefits (or is expected to benefit) from the deployment of Cisco products. Many factors may contribute to the results and benefits described. Comparable results are not guaranteed elsewhere.