

Corporate ICT continue the 'Tradition of Excellence' for prestige car dealership group H.R. Owen

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Mellissa Evans – Facilities Manager, H.R. Owen

H.R. Owen is a car dealership group which specialises in prestige and performance vehicles, selling some of the most exclusive cars available in the world today. The business was founded in 1932 when Captain Harold Rolfe Owen opened his first dealership in Berkeley Street, London selling Rolls-Royce and Bentley motor cars. Since then it has evolved and developed, experiencing a number of owners and ultimately being purchased by Malaya Group plc in 1994, who subsequently adopted the H.R. Owen name for the group in 1997.

After nearly 70 years of trading in an increasingly competitive industry, H.R. Owen believe that the quality of their staff, products and services gives them the edge over their competitors. And on top of that, customer service will always be key, as Facilities Manager Mellissa Evans explains:

"In this industry, our clients expect the best, not only in the cars we sell but also in the service we provide. We aim to exceed their expectations at all times and communication is a vital part of that. Poor telecommunications standards would be very bad for business, so our technology has to be top notch."

Long-term relationships

To make sure that communication is never a problem, H.R. Owen has worked with North London-based Corporate ICT for over ten years. The relationship started after a recommendation from a mutual industry contact and has flourished ever since, with Corporate providing telephone systems initially, and then more recently, telephone lines and calls as well. In the time that the two companies have been working together, H.R. Owen has expanded to more than 30 sites and then reduced in size again, as parts of the business were sold so that the company could focus on the prestige side of the market.

Corporate ICT have provided every phone system which has been required during that time, supplying primarily Samsung products. This started with the DCS range and has now moved on to the Samsung OfficeServ range of IP communications platforms, and the most recent project involves installing a new Samsung OfficeServ 7200 at H.R. Owen's Bentley service centre, known as Jack Barclay, at Nine Elms in London. Today, Corporate ICT look after all of the remaining 12 branches, as well as retaining many of the sold-off car dealerships as customers under their new owners, but that's another story!

Tangible benefits

Corporate ICT have also installed a Samsung systems at the company's School Road site. This is a service centre which H.R. Owen describe as their 'Sports Cars after-sales supersite', providing servicing for Rolls-Royce, Ferrari, Maserati, Lamborghini and Bugatti. This system has already proved to be of benefit for the group's Financial Director, who travels extensively between sites. By using an IP phone at each location within the group, he can simply log in and make or receive calls using his DDI, as well as retrieving voicemails and having all personal settings and address books available. Proving that the systems which Corporate ICT have provided, along with a high level of service and support deliver a range of positive benefits which support H.R. Owen's day to day business activities - as Mellissa describes:

“With refurbishments and new showroom developments there is always the possibility of being let down by things that are outside of your control, and this always has a knock-on effect. But when this has occurred, in the vast majority of cases they can sort it. Whether that’s moving dates forwards or backwards, or changing the specifications of the system to make amends or additions. With Corporate, it’s never impossible to get done what you need to get done.

Having said that, it’s not a case of rose tinted glasses. Things do go wrong from time to time, but these issues are always resolved and in an environment of mutual respect. We are honest with each other, we have a rapport and it’s very much a partnership. I get canvassed all the time by other telecoms providers, but I have no reason to entertain anyone else when the relationship is as good as it is.”

Extra services

In addition to phone systems, Corporate ICT have also been providing H.R. Owen with lines and calls for the last two years. By having one supplier for all telecoms services there is never a situation where a problem occurs and multiple providers all blame each other for the problem, leaving Mellissa stuck in the middle. It’s just another added benefit which makes working with Corporate ICT so straightforward, as she concludes:

“Moving to Corporate for lines and calls has gone well for us after a few initial hiccups, but these were addressed together. If problems do occur, they always advise me up front, there is never anything hidden. I may not have gone down this route had I not been let down badly by my previous supplier after a change of staff. But with Corporate, a key advantage for me is that I have dealt with the same people for many years. They know my requirements and we understand each other, in terms of what the business needs.

Corporate are very friendly and very organised, and they always stick to schedules. In fact, I can’t remember a time where we have ever had a falling out. It’s a positive force as far as I am concerned. They are also very proactive, recommending things which they think will benefit the business but never up-selling for the sake of it. They try to find a solution to any problem I give them and they always deliver, in the best and most timely manner possible. Nothing is ever too much trouble and they are always a pleasure to work with. It’s not something I say very often, but in this case it’s right – 10 out of 10.”