

snom

Success Story
Carglass / AppSys



Repaired and replaced: How Carglass overhauled their telephony system with AppSys

Optimising costs and technology introducing communication solutions from Snom

Everyone in Europe knows Autoglass/Carglass, even if they are not a car owner. Carglass' radio and television commercials are legendary especially because of the unforgettably catchy jingle.

Carglass Nederland, headquartered in Eindhoven, has 57 branches across the country. They provide their services on 24 hours a day, 7 days a week, 365 days of the year. This makes it obvious that they have to rely on a well-functioning telephony system to communicate among themselves and with their customers. Recently, Carglass completely overhauled their telephony systems in all branches – including new and powerful phones from Snom.

When Carglass had an internal audit aimed at reducing the monthly overhead they found that they were paying large sums on their telephone bills and decided to evaluate means of reducing this cost. So they turned to AppSys ICT Group, a full service ICT organisation founded in 2012 in Belgium and with a subsidiary in the Netherlands, with customers reaching from SMEs to large companies to the public sector. It provides services such as application delivery, virtualisation, server-based computing, collaboration and cloud solutions. AppSys explained the advantages of a VoIP telephony solution to Carglass compared to their old landline, which was the reason that customer support produced considerable phone bills each month. Since one should never decide for the first offer, Carglass then solicited proposals from three different solution providers to see what they would offer. In the end Carglass went for the proposal from AppSys –because firstly, they had come to know them as a reliable partner and secondly, the whole package AppSys presented to them, which included

software, dependable and flexible hardware from Snom, cloud infrastructure and support, convinced them.

AppSys had laid out the advantages and flexibility of the 3CX VoIP software, which includes software clients that can be installed on laptops and smartphones. So when in spring 2020 Covid-19 hit the country and working from home became the order of the day, employees could use the 3CX software client on their laptops and be connected immediately.

With Snom as a partner, AppSys was able to provide exactly the hardware that was needed at Carglass consisting of a good mixture of desk phones and DECT devices. Eric Knops, Sales Engineer at AppSys ICT Group in the Netherlands explains: "We had previously used phones from a certain manufacturer for our installations but the latest firmware versions never contained Dutch language packs. This meant that our customers' phones were always three to four firmware versions behind when they wanted the interface on their phones in Dutch, because that is how long it took for that manufacturer to provide Dutch language packs.

That's why we searched for a better solution and ended up with Snom as their phones don't pose such problems."

Snom places great value on its multilingual interfaces and therefore releases each firmware update in all available languages at the same time. This includes Dutch but also a wide variety of other languages from Catalan to Turkish. Another reason for AppSys to partner up with Snom was the comprehensive portfolio with phones for all imaginable settings, including different types of desk phones, hand-held and ruggedized DECT devices for service areas able to face all challenges as well as

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powerful multicell base stations, allowing for reliable phone connection wherever users move within their premises.

The implementation of the new 3CX VoIP telephony system and the Snom desktop and DECT handsets went flawlessly as 3CX and Snom have been working together for many years. In addition, AppSys had developed a preparation procedure that ensures that all details – such as phone number assignments – are laid out clearly before they set to work. In the end, AppSys installed several Snom D785 desk phones, M325 base stations and M25 DECT handsets. To ensure a smooth transition, AppSys also organised short introduction training sessions on the new system, as a lot of the now available features had not existed in the old telephone system such as call forwarding from a DECT device, group calls, call pick up etc.



"It is certainly great to see that the attention to detail we pay at Snom creates such good results. Of course we always strive to offer outstanding products that provide solutions for all kinds of environments.

But at Snom, we also focus a lot on user friendly interfaces with actually helpful functions that elevate the experience users have – and we do so in the local language. This diversification shows how Snom cares about its customers and this is what sets us apart from our competition," says Stephan Fuchs, Channel Director Benelux for Snom Technologies GmbH.



Cor ter Braake at Carglass sums up: *"We at Carglass are very satisfied with our new telephony system. The switch to VoIP went smoothly and the effect is more than we had hoped for.*

The new system is very flexible and our phone bills have been dramatically reduced. Even the audio quality is way better, not to speak of the up-to-date firmware with user interfaces in Dutch thanks to the Snom hardware."



M325



D785