

# General Traffic

CASE STUDY



# The Background

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General Traffic are one of the UK's leading distributors of car parts, tyres, exhausts and accessories, who have been providing high quality automotive products for over 40 years.

Their team of over 750 staff operate across more than 43 branches around the UK. Providing an excellent service for their customers is a key component of General Traffic's strategy and they work hard to ensure that every customer receives outstanding support and a service they can rely upon. It is this dedication to providing an excellent customer service that has played a key role in their success.



# The Challenge

General Traffic were struggling with slow response times with support requests and in-adequate service with their communications provider.

These issues resulted in reduced productivity, inefficient business processes and time wasted trying to resolve issues, which had the potential to cause a negative impact on the experience they were providing for their customers.

After working with three providers over the last four years, who didn't provide the level of service General Traffic required, it was a priority to find a provider who could. Alongside reliable service and quick support, General Traffic wanted to work with a business that was local and shared the same ethos and values as them.

The relationship they had experienced with previous suppliers was transactional rather than a true partnership, where the provider actively engaged and worked with General Traffic to provide a solution and complimenting service that consistently met their needs.

“ Elite have provided us with outstanding support for the last 12 months. We have used other companies in the past and Elite are far better than others we have used. Their Mitel Knowledge is superior to other companies we have relied upon previously. Elite are always competitive when looking at new projects, which also helps ”

SAAJID UMARJI | DIRECTOR | GENERAL TRAFFIC

# The Solution

Our specialists reviewed General Traffic's Mitel estate, which revealed legacy designed applications, which hadn't been evolved to meet their needs.

To solve this issue, we migrated their Mitel estate across to us and, working collaboratively with General Traffic, we created a customised plan with newer technologies and applications that improved productivity and efficiency.

Upon implementation of the new solution, we provided comprehensive information to help the team at General Traffic to get the most out of their solution and to ensure all personnel knew how to use the system. We provided speedy support and ensured all requests and queries were handled quickly and efficiently.







# The Results

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The main benefit of working with us was General Traffic had access to a provider that they could trust and rely on, whenever they needed us.

The support we provided didn't end when General Traffic had signed their contract. Instead, we continued to work with them within a professional relationship that was more like a partnership compared with a typical provider-customer transactional relationship.

With improved technology and up-to-date applications bolstering their Mitel system, the team at General Traffic had more tools to improve communication and the knowledge of Mitel products that we demonstrated helped them to get the most out of their new solution.





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