

## Success Story:

# Ewing Automotive Group

Ewing Automotive, a fourth-generation family-owned business in Plano, Texas, was founded in 1940. It now operates four dealerships including Mercedes-Benz, Buick GMC, Subaru, and Vinfast (an electric car manufacturer) and employs approximately 650 staff.

### Challenge

Ewing Automotive Group was on a mission to modernize its operations by migrating to the cloud and adopting Tekion as its Dealer Management System (DMS). During this transition, they sought a robust cloud-based business communications solution with seamless integration into Tekion. GoTo came highly recommended by their DMS provider.

The company faced several significant challenges:

**Data and Call Disconnection:** Their existing system failed to sync sales calls with their DMS, leading to inefficiencies and outdated customer info on file.

**Limited Mobility:** Staff were either confined to their desks to make phone calls, which restricted their productivity, or, when away from their desks, were unreachable to customers and unable to notify them when their vehicle was ready.

**Compliance Risks:** Employees using personal cell phones to access customer data risked violating data protection regulations, exposing the company to substantial fines.

“If we want to make it easy for customers to do business with us, we must make it easy for our employees, we didn’t want people stuck at their desks. We wanted them to use their cell phones while keeping customer data secure.” - Bob Calabrese, Client Relations Director

### Solution

To address these challenges, Ewing Automotive implemented the GoTo platform, deploying both phone system and contact center licenses.

**Enhanced Mobility:** Service advisors previously needed to be at their desks to call customers—a common bottleneck, as they were often in the shop or assisting clients. With the GoTo mobile app, advisors can now call and receive updates from anywhere, drastically improving efficiency.

“I’m amazed at how easy GoTo is to use, the fact I don’t have to call my IT department anymore to move dial plans around and it’s so easy I can do it all in house”

**Bob Calabrese,**  
Client Relations  
Director

**Text Communication:** The platform introduced texting capabilities, which customers preferred for faster responses and approvals. Many customers approved bills directly through the portal, expediting the process even before staff could reach out by phone.

**Ease of Use:** GoTo’s user-friendly interface allowed Ewing Automotive to handle system management internally without relying on IT. For example, during inclement weather, Bob Calabrese easily updated dial plans and branch messages. Over time, this earned him the office nickname “GoTo Bob.”



## Results

Ewing Automotive experienced transformative results across multiple areas:

**Improved Mobility and Data Protection:** GoTo enabled staff to work on the move while ensuring customer data security. Sales teams could use the mobile app without risking data breaches, avoiding fines of up to \$10,000 per incident. “Tekion made us paperless. GoTo made us mobile.”

**Actionable Insights:** GoTo’s reporting tools helped address operational inefficiencies. For example, the finance department reduced unanswered calls from 85% to 15% within weeks.

**Efficient Call Management:** Ewing Automotive’s service team now handles 12,000–13,000 calls monthly, with an average answer time of just 13 seconds. Real-time dashboards display key metrics like calls in queue and longest hold times, ensuring the team stays responsive.

**Enhanced Customer Satisfaction:** Collaboration between departments became seamless, improving customer interactions. Additionally, AI tools are being launched to analyze customer sentiment in real-time, flagging potential issues early and generating call transcripts for further insights.

**Cost Savings and In-House Management:** By managing auto prompts, attendants, and hold music internally using GoTo, Ewing Automotive saved \$4,000 annually. Bob personally set up new phones and configured dial plans, ensuring fast turnarounds.

**Streamlined Staffing:** By analyzing call volume data, the wholesale department identified overstaffing on Fridays and understaffing on Mondays, allowing management to optimize staffing schedules.



## Conclusion

GoTo provided Ewing Automotive with the tools to drive growth, delivering mobility, intuitive usability, powerful reporting, and cost-efficient management. With GoTo in the driver’s seat, Ewing Automotive is speeding ahead in its digital transformation journey.