

Case Study

Mercedes Overflow Made Easy

Mercedes-Benz of Edinburgh



Mercedes-Benz of Edinburgh is synonymous with quality, excellence and efficiency and has the largest Mercedes-Benz retail facility in Scotland.

The requirement


A showroom as busy as Mercedes-Benz of Edinburgh constantly has a ringing telephone.

The requirement was to ensure that all customers get through to the dealership first attempt. This was not always possible with simultaneous calls or when the showroom receptionist was busy on another call or dealing with a customer in person.

The solution

With a few simple steps, Mercedes-Benz of Edinburgh set-up the Armchair service and by combining the overflow receptionist team with the showroom receptionist, a customer's phone call is never missed.

Customers can now be guaranteed to receive a professional and courteous welcome with no on-hold scenarios or even frustrating experiences but simply knowing they are dealing with a quality caring organisation.

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'At Mercedes-Benz of Edinburgh, we make a strong stand for customer service and always look for opportunities to improve every area of customer satisfaction.'

The Armchair overflow service, which after a small monthly subscription is practically 'pay as you go', also provides accurate measurement of calls taken and works seamlessly as if the team were our very own staff.

That's why I am pleased to give my full recommendation to any business to use this system.

It's an essential must have service.'

Graham Affleck, Market Area Director