

Buckle Up! Porsche Inter Auto Takes 3CX for a Spin

Porsche Inter Auto needed a new future-proof communication solution to take their customer service to the next level. Thanks to the 3CX Gold Partner, Callidus Grupa, their search was quickly resolved with the PBX of their dreams! Equipped with the latest advanced call center features, 3CX was fully ready to take this on.

The Challenge

They required a new installation that could offer a modern communication system to improve productivity and customer experience. It had to enable their 400 employees to swiftly transition without any workflow disruptions, while simplifying the customer contact process as a whole.

In addition, a cloud based PBX was essential to facilitate the internal call rules and bridge setup within their call center. Call routing had to be set up to direct calls to the correct department without customers having to repeat their requests twice.

Customer at the Forefront

Never miss an important call again - this was Porsche Inter Auto's main goal. Thanks to the advanced 3CX call center features, gearing up customer service was no issue at all since:

- IVR, call queues and call routing helped guide and simplify first contact experience
- Advanced reporting showed the nº of calls by department, location or brand
- Employee monitoring improved performance and training

With the 3CX Apps, employees were also able to boost their response rates and improve overall efficiency. Despite some initial doubts, employees found 3CX user-friendly and easy to adopt. They could now quickly hop on a call, even when outside the office, as the feature-full solution was available virtually from any place and any device connected to WiFi.

“We are very satisfied with 3CX! It proved to be instrumental in helping us take our customer satisfaction to a higher level. We look forward to exploring new product features in upcoming 3CX updates.”

Željko Hitrec, Communication Manager, Porsche Inter Auto

The Results

With 3CX self-managed in the cloud, Porsche Inter Auto enjoyed a number of advantages besides offering quick and simple ways for clients to reach them. They were able to modernize the distribution of work, track business progress, improve staff productivity and customer experience simultaneously. This was made possible thanks to the variety of contact center features offered as part of 3CX PRO edition.

The Customer

Porsche Inter Auto is the No. 1 car dealership in Croatia with 5 locations across the country. As a member of Porsche Holding, their main business is sales and service for the Volkswagen Group Brands (VW, Audi, SEAT, CUPRA, Skoda, VW LNF and Porsche).

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