

PACIFIC BMW

Authorized Center

Pacific BMW Discovers Reliability in Communications with RingCentral

Company profile

Pacific BMW is an automobile dealership that offers new and pre-owned vehicles and has a full service center.

Year founded

1982

Size

150 employees

Website

pacificbmw.com

Headquarters

Glendale, CA

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— Chi Yun Wang,
Building and Safety Manager

The premier BMW dealership in Southern California

Pacific BMW is one of the largest BMW dealerships on the West Coast. Founded in 1982, the dealership has experienced exponential growth in providing its customers with a variety of automotive solutions. The dealership has a wide range of new and pre-owned vehicles as well as a highly trained staff of auto repair technicians and a large inventory of BMW parts. Based out of Glendale, California, Pacific BMW has 150 employees.

Finding independence in communication

Prior to using RingCentral, the employees at Pacific BMW used an on-premises PBX system. While it provided basic communications needs, it lacked practical features that could improve efficiency. The company prides itself on leveraging the latest technology, including several cloud services for its business, so when it was time to change its phone system, RingCentral was a great solution.

“Our previous provider would have to physically send someone to our dealership for system maintenance and changes,” says Chi Yun Wang, Building and Safety Manager. “RingCentral gives us the freedom to make changes to our phone system without having to depend on a third party.”

Maintaining professionalism and privacy

Several of the capabilities offered by RingCentral Office® have improved

internal and external communications. The softphone and easy-to-use fax are features that are heavily used by all of Pacific BMW’s employees. The paging feature is a favorite of the sales team, as are call groups and call forwarding. Supervisors, managers, and department heads use RingCentral Mobile® so that they’re readily available to their employees and customers.

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Steadfast and consistent support

A consistently stable phone system is crucial to Pacific BMW’s ability to maintain excellent customer relations—and their previous phone system provider was unable to respond quickly whenever issues arose. The dealership experienced an average of three outages per year, and each one would take at least an entire business day to resolve. RingCentral offers a very different experience.

“Calling our previous provider was like calling a cable company or a government office,” says Wang. “They had this, ‘You need us more than we need you’ mentality, but with RingCentral, it feels like everyone is happy to help.”