



**Case Study:**  
*Flow Automotive Grows With Star2Star*



### Flow Auto

Flow Automotive is a large, multi-location car dealership that operates in several states. The dealership was beginning to be weighed down by the many communications bills they had to pay every month.

That's when Flow Automotive turned to Star2Star to reduce costs, simplify billing, and add advanced functionality.

**The Company:** Flow Automotive has been selling cars for over 50 years. In that time, their operation has grown from a single car lot to include 37 car dealerships representing 19 automotive brands, spread over 10 locations in 2 states. As the business grew, so did communications costs. Unfortunately, those costs were growing faster than the business.

**The Problem:** In early 2010, Flow put out a call for help. They had too many phone systems, too many phone lines, too many phone numbers, and their communications bill was too big. According to Chuck Young, Telecommunications Manager at Flow Automotive, "We realized that over the years, we had gotten ourselves into the phone business. We needed to streamline, consolidate, and modernize our telephone system, with minimal interruption to our daily business."

**The Solution:** After considering proposals from several companies, Young decided to evaluate Scalable Cloud Communications Solutions from Star2Star, provided by I-Connect Solutions, LLC in nearby Winston-Salem. Young chose Star2Star because of the lower installation and operating costs, and because of the strong recommendation provided by I-Connect, who had previously installed several Star2Star systems.

As a pilot project, I-Connect Solutions installed a Star2Star system at Flow Mini, a brand-new dealership in Raleigh, North Carolina. The Mini dealership has about 24 desk phones, plus additional analog connections for paging and customer convenience phones. Phones are a car dealer's lifeblood, so the system is connected to two different Internet connections, using Star2Star's dual-WAN capability to

provide failover protection. If the primary connection goes down, the phone system will automatically switch to the backup to maintain connectivity.

**The Results:** Flow's service and sales professionals are highly mobile, moving in and out of their offices all day long. Star2Star's innovative Find Me/Follow Me feature allows them to route incoming calls to ring their desk phones and cell phones simultaneously. This saves time, raises productivity, reduces voicemail tag, and increases customer satisfaction.



The Star2Star system has helped Flow's bottom line too. While Flow typically spends about \$1700 per month on communications costs for each of their campuses, their monthly outlay for Flow Mini is around \$300. And since Star2Star provides the circuits, the PBX, and the desk sets, Flow receives a single invoice every month that covers all of their telecom costs. If there is a problem, Star2Star solves it.

The Star2Star system has performed flawlessly since day one, requiring only minimal employee training. Young plans to switch the remaining 9 Flow Automotive campuses over to Star2Star systems as leases and contracts for their existing phone systems expire.