



# CREST LINCOLN

**CLIENT:** Crest Lincoln of Woodbridge

**EMPLOYEES:** 40

**LOCATION:** Woodbridge, CT

**PLATFORM:** Nextiva Pro Plus

“They were very good about just being there for us as we began the process. They are a patient, smart team of people.”

– Julie Fitzpatrick, Business Development Manager,  
Crest Lincoln of Woodbridge

## CUSTOMER OVERVIEW

Since 1976, Crest Lincoln of Woodbridge has been providing quality cars and service to the residents of the Greater New Haven and Woodbridge, CT areas. They retail about 800 cars per year, selling new Lincolns and Fords, in addition to pre-owned vehicles of all makes. Crest Lincoln relies heavily on great communication to provide excellent customer service to all of their clients.

## DILEMMA

“Communication is really important. How we communicate, what we communicate – we don’t survive unless we do it well. We have to be able to speak to our customers, whether it’s updating them on service, quoting them a new car, or even providing them with directions,” says Crest’s General Manager, Steve Nathman.

Crest’s previous PBX phone system was over a decade old and used in multiple areas from their parts department to the sales floor. It was time to pursue other more modern options.

## RESOLUTION

Crest looked to one of Nextiva’s technology partners, Get Connected, to help them on their search for a VoIP provider. Nextiva was the first, and only, service provider that Crest explored before settling on their new VoIP service. In switching to Nextiva, Crest was able to up their call quality, add call flows, set up multiple auto attendants, add an SMS feature, fax bridges, and extensions for call park all for the same price they were paying with their last provider.

Nathman says they look forward to continuing to learn how to integrate all of Nextiva’s features into Crest’s processes to help them meet all of their business goals. “We know this is just like your brain. We use 10% of our brains. We’re not using 100% of what Nextiva can do yet, but we know it’s capable of quite a lot and we plan on expanding our usage of the service as time goes on.”

## FAVORITE FEATURES



Amazing Service



SMS



Auto Attendant