



TELUS Business Solutions Success Stories
Business. Backed by TELUS.

AutoVIN

AutoVIN connects with lower costs and wider coverage

“We started by looking for the company that offers the best cellular phone coverage for our needs in Canada. Now, it’s developed into a business relationship where TELUS comes to us with new ideas and we can challenge them for new solutions. It’s nice to know they’re looking out for our business needs.”

— Andrew Snetsinger, Director of Sales and Marketing, North America, AutoVIN.

Situation

- AutoVIN provides professional field information services to the financing and leasing industry throughout North America
- In Canada, the company’s two core services—end of lease condition reports and dealer inventory checks—require its field services staff to spend all their time on the road or working from home
- AutoVIN field staff used wireless phones to connect with the office for appointment scheduling and to file reports
- The company was not happy with either the cellular coverage or rate plans of its wireless provider
- When AutoVIN moved its North American field service staff to a new portable platform, Canadian field staff received handheld computers with embedded modems that provided connectivity via the company’s US wireless provider
- The US provider’s coverage in Canada was inadequate for AutoVIN’s needs

Approach

- For its wireless phone service, AutoVIN researched the offerings of all the major Canadian providers
- The company concluded that TELUS offers the best coverage for their needs, at the most attractive prices
- When AutoVIN field staff moved to the new handheld platform, the company asked TELUS how they could take advantage of the wider coverage offered by the TELUS high speed wireless and digital 1X networks
- TELUS recommended issuing Sierra Wireless Aircards to each field staff employee

Business benefits

- When AutoVIN moved its Canadian cellular account to TELUS, costs were immediately reduced by what the company calls “a noteworthy amount”
- AutoVIN’s field staff are more confident in their technology and more efficient in their work
- Issues can be dealt with immediately, rather than having to wait until an employee is back in a major metropolitan area
- Before each appointment, field staff can contact lessees and dealers and provide them with accurate times of arrival, rather than a window of a few hours
- Lessees and dealers can easily reach field staff if they need to change the time of an appointment
- Field services employees who have air cards can upload or download information whenever it suits them, without having to look for WiFi hotspots or wired connections

AutoVIN

Solution details

AutoVIN, the Automated Vehicle Information Network, operates throughout North America, providing field information services to the financing and leasing industry, primarily in the automotive sector. In Canada, the company offers two core services. LeaseCheck™ provides leasing companies with end-of-term condition reports and LotCheck™ provides standardized dealer inventory auditing services for banks and finance companies.

To deliver these services, AutoVIN employs field staff who spend all their time either on the road or working from home. These employees rely heavily on cellular phone service to keep in touch with the company's two offices and with their clients' leasing and dealership customers. However, AutoVIN was not happy with its wireless provider. "Their coverage wasn't good enough to meet all our needs," says Andrew Snetsinger, AutoVIN's Director of Sales and Marketing, North America. "We also weren't pleased with their rate plans, so we started exploring other opportunities."

AutoVIN spoke to all the major Canadian wireless providers. "Primarily, we were looking for the company that gives us the best coverage at the best price," says Snetsinger. After carefully examining the offerings of all the providers, AutoVIN chose TELUS.

The move to TELUS resulted in what Snetsinger calls "noteworthy" cost-savings. It also allowed the field services staff to be more efficient, knowing they could rely on wireless coverage wherever they go. They can call a lessee or dealer and narrow down the time they'll arrive for an appointment. They also know that the lessee or dealer can reach them if an appointment needs to be changed. "They're more confident with the technology they're using and can perform their jobs without imitations," says Snetsinger. "When you make it easier on your field staff, they're also happier employees."

In early 2008, AutoVIN introduced a new hardware platform across North America, providing some of its field service staff with portable handheld computers. Each computer is fitted with an embedded modem that allows field staff to transfer data at high speed over the US wireless provider's network. However, AutoVIN quickly found that the US provider's coverage in Canada was inadequate.

AutoVIN approached TELUS and asked for a recommendation. TELUS suggested issuing each field staff employee with a Sierra Wireless Aircard that would allow them to connect over the TELUS EVDO network and, in the rare instances where they travel outside EVDO coverage areas, over the TELUS 1X digital cellular network. "We tested a few TELUS air cards and found a dramatic difference," says Snetsinger. "As soon as we've finished our internal testing, we'll be moving all our staff over to the solution."

The air cards allow AutoVIN's field service staff to leverage the full benefits of the portable solution. They can update the company's database from almost anywhere, without having to look for a WiFi or wired connection. This means they can provide better service to the company's clients-and it also makes the job easier for the field service employee.

"We started by looking for coverage and costs, rather than a relationship," says Snetsinger. "What has developed between us and TELUS is a true business partnership where they come to us with opportunities and suggestions and we can challenge them for new services. For example, if we're potentially looking at a new client, we can tell TELUS what the client is asking us to do and see whether TELUS can provide the services we need. It's nice to know they're looking out for our business needs."

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