

# CHAPMAN AUTO STORES REVS UP SERVICE WITH COMCAST BUSINESS

COMCAST  
BUSINESS

DEALERSHIP AND COLLISION CENTER SPEEDS REPAIRS AND  
COMMUNICATION WITH COMCAST BUSINESS ETHERNET NETWORK  
SERVICE AND COMCAST BUSINESS INTERNET

## Auto Sales and Repairs Company Serving Greater Philadelphia

Chapman Auto Stores offers automobile sales and collision services to consumers in the Greater Philadelphia area. Headquartered in Horsham, Pennsylvania, the company has been in business for 50 years and currently has 10 locations in the tri-state area, each of which sells new and certified pre-owned vehicles and provides parts and body shop services for a number of leading brands.

“For 50 years, our top goal has been to deliver fast, friendly, industry-leading auto services,” said Keane Storey, director of business development, Chapman Auto Stores. “We are always looking to stay at the forefront of industry advancements and deliver the best for our clients. This commitment has helped us build a loyal customer base and continue to grow throughout the years.”

## Unreliable Service Impedes Business Operations and Communication

At Chapman Auto Stores, a robust, reliable Internet connection is a crucial tool to fuel business communication and support daily operations. The company relies on the Internet to facilitate timely communications with clients and employees across locations and to support guest WiFi for customers waiting for their cars to be serviced. From an operations perspective, the company leverages the Internet to support back office functions, parts inventory and ordering. It also relies on computer-driven diagnostic equipment to service the automobiles that come into its shops, which requires significant bandwidth.

The company was using a 100 Megabit per second (Mbps) coaxial Internet connection at each location, as well as a fiber-based Internet service connection ranging from three to 10 Mbps as backup across locations. As bandwidth demands grew at Chapman Auto Stores, it began to run into performance issues. This led to costly outages that frustrated both employees and customers and impeded the company’s ability to service cars and communicate with clients.

Chapman Auto Stores was also struggling with its voice services, which are a primary means of client communication.

### SITUATION

- Auto dealership and collision center serving the greater Philadelphia area
- Ten locations in the tri-state region

### CHALLENGE

- Growing bandwidth demands pushing the limits of the company’s connection

### SOLUTION

- Comcast Business Internet
- Comcast Business Ethernet Dedicated Internet
- Comcast Business Ethernet Network Service
- Comcast Business Phone
- Comcast Business PRI Trunks
- Comcast Business TV

### RESULTS

- Reliable, high-speed primary and back-up connections to fuel business operations
- Additional bandwidth supports growing industry demands and room for growth
- Reliable voice services for employee and client communication

## Comcast Business Speeds Maintenance and Enhances Customer Experience with High-Speed Connectivity

To address increasing bandwidth requirements, an upgrade in connectivity was critical. Chapman Auto Stores turned to Comcast Business, both for its robust, reliable offerings as well as its competitive price point. The provider installed a Comcast Business Ethernet Network Service (ENS) that delivers 30 Mbps to each of Chapman Auto Stores’ 10 locations, along with a 300 Mbps connection to its remote data center. The 300 Mbps line provides a secure connection and fuels all back office operations across the network, including parts inventory and ordering. The ENS also powers the computer driven diagnostic equipment necessary for vehicle maintenance.

In addition to the ENS, Comcast Business upgraded Chapman Auto Stores' previous Internet service to a 150 Mbps Comcast Business Internet connection at all locations. The upgraded connection handles the majority of Internet traffic from customers and staff and powers guest WiFi. Finally, Comcast Business installed a 25 Mbps Ethernet Dedicated Internet (EDI) line to the company's headquarters in Horsham, which serves as a backup for the entire network to avoid downtime.

In addition to improved bandwidth, Comcast Business also installed Business Phone services across the Chapman Auto Stores network. A flexible small business voice offering, Comcast Business Phone provides a high-quality connection, extensive incoming call management options and seamless online account management, including the ability to access real-time displays of recent calls. Comcast Business also installed a Primary Rate Interface (PRI) Trunk at every location, which provides a physical connection to Chapman Auto Stores' Private Branch Exchange (PBE). The PRIs deliver the voice continuity needed to maintain business operations in the face of a network issue, as well as the scalability that Chapman Auto Stores needs to grow its business. Chapman Auto Stores now enjoys high-level voice services that enable seamless internal and client communications, without any issues. Finally, each of Chapman Auto Stores' locations is also equipped with Comcast Business TV to provide entertainment in the customer areas.

***“Upgrading to Comcast Business has helped Chapman Auto Stores improve communication with our clients and deliver fast, efficient auto service”***

- Keane Storey  
Director of Business Development  
Chapman Auto Stores

“Upgrading to Comcast Business has helped Chapman Auto Stores improve communication with our clients and deliver fast, efficient auto service,” concluded Storey. “Comcast Business delivers a reliable Ethernet connection, which allows our employees to focus on delivering industry-leading customer experiences and provides peace of mind that we’re ready and able to support increasing auto maintenance requirements as well as company growth.”

