

Kollective High-End Connectivity Drives Modern Performance

Overview

Kollective is a premier automotive dealership group that sells and services some of the world's most luxurious and iconic brands such as Mercedes-Benz, Lexus, Audi, Jaguar, and Land Rover. Reflecting the changing global marketplace and how customer's shop, the dealership operates physical retail locations in New York, New Jersey, and Texas, and also virtually supports digital destinations worldwide. Given the nature of their business and goal to deliver an express indelible luxury customer experience, Kollective's connectivity must be as reliable as the cars they sell to optimize the customer experience and promote business growth.

The Challenge

Robert Ramellini, the IT Director of Kollective, has seen first-hand how the right connectivity is a component critical to business growth. "Having reliable Internet connectivity is invaluable," states Ramellini. From conducting business online, moving applications and data to the Cloud, and interacting with customers, vendors, manufacturers, data centers, and each other, the dealerships need to be able to depend on fast, 24/7/365 connectivity.

However, meeting the need for connectivity can be a challenge for a company that spans areas where reliable Internet connections may not be widely available. This was the issue at Kollective's dealership in Southampton, where they only had a DSL connection which meant the dealership experienced the impact of frequent unplanned network outages common in older wired technologies like DSL.

Any loss of connectivity means Kollective can't sell a car, service a car, sell a part, or serve their customers. Today, cars need to be connected to the manufacturer to do any diagnostics on the car. Without a reliable Internet connection, technicians cannot do their jobs efficiently and safely. Reliable connectivity is especially important as it impacts ranking in the J.D. Power U.S. Customer Service Index which examines customer satisfaction with maintenance and repair service at new-vehicle dealerships which is tied to revenue.

In looking for a solution, Kollective's top priorities were reliability, cost, and especially support.

The Solution

To address these issues, Kollective turned to Lightpath for a solution. Lightpath built a 500 Mbps all-fiber Internet circuit, maintaining robust and reliable connectivity at the Southampton location, which had previously struggled with



Locations:

New York
New Jersey
Texas
Virtual

Industry:

Automotive

Solutions Used:

Dedicated Internet

network outages. Lightpath's ability to deliver reliable connectivity where other providers could not, ensured that Kollektive could maintain continuous operations and deliver high-quality service to its customers.

Lightpath's support model also proved invaluable to Kollektive. Since they have a small IT department that services a lot of users, they could now rely on Lightpath for quick, reliable, and effective support. "Unlike other providers who can keep you on hold for 45 minutes or more, I know that in the rare instance I need to call Lightpath, someone picks up within one minute and I am immediately speaking with an engineer who expedites resolution", added Ramellini.

The Outcome

Now with Lightpath as their direct Internet connection, Kollektive does not have to be restricted to where they choose to expand. Reliable connectivity from Lightpath enables them to provide their customers with the expected high-end service they're paying for in a luxury automobile. Kollektive appreciates the Lightpath customer-first consultative model and considers Lightpath to be the high-end dealer of Internet services and their growth partner.

Lightpath's responsive and proactive support lowers the risk of downtime and provides Kollektive peace of mind. They know from experience that in the rare instance they need to call Lightpath, someone picks up within one minute and they are immediately speaking with an engineer who expedites resolution. They also appreciate proactive notification emails when we're expecting a winter storm so that they know Lightpath is monitoring the situation and is ready to respond if needed.

By partnering with Lightpath, Kollektive has transformed its network infrastructure with improved fast, reliable, and secure connectivity. They can now focus on growing their business knowing they can deliver high-end service to their luxury car customers, without concerns about network disruptions. To see how Lightpath connectivity can help your business gain a competitive advantage, contact your Account Executive, or call 877-544-4872.