

Case Study: North East Mitsubishi & Tech1 Solutions

Driving Flexible, Multi-Site Communications with Cloud Technology

Customer Profile

About North East Mitsubishi

North East Motor Group, trading as North East Mitsubishi, is a multi-site automotive dealership group operating across South Australia. The group also includes Adelaide City Mahindra, Mahindra Tractors South Australia, and North East Motor Group Used Vehicles, supporting both passenger and commercial vehicle customers.

With a workforce spanning sales, administration, finance, parts, and management, effective communication is critical to delivering responsive customer service and supporting ongoing growth. As the group expanded its operations and added new brands, the need for a flexible, scalable communications platform became increasingly important.



Industry: Automotive Sales & Services



Location: South Australia



Key Differentiator: Multi-site, multi-brand dealership group



Size: Four sites, supporting 42 UNIVERGE BLUE users

“UNIVERGE BLUE has played a vital role in our company’s growth. Its integrated mobile, desktop, security, and analytics features have enabled us to deliver faster and more efficient service to our customers.”

— Desi Gekas, Program Manager, North East Motor Group

The Challenge

Rapid growth placed increasing pressure on North East Mitsubishi’s communications environment.

The organisation was operating on an ageing NEC SV9100 platform, with mobility capabilities that did not fully support the way the business worked. In a vehicle sales environment where staff are rarely stationed at desks, this limited the ability to respond quickly to customer enquiries.

As the group expanded from two sites to four within four years, and added additional brands, these limitations became more apparent. **Key challenges included:**

- 1 **Limited flexibility for mobile and sales staff**
- 2 **Inconsistent call handling**
- 3 **Mobility features misaligned with day-to-day operations**
- 4 **No desktop-based calling solution**
- 5 **Limited visibility into call activity and staff availability**
- 6 **Complexity and cost when adding new users or sites**

In a highly competitive automotive sales environment, missed calls and delayed responses directly impact customer experience and revenue opportunities.

The Solution

Tech1 Solutions, an NEC channel partner, was initially engaged to stabilise and improve the existing environment. While short-term issues were resolved, it became clear that the on-premises platform could no longer support the organisation's evolving needs.

Working closely with North East Mitsubishi, Tech1 Solutions designed and implemented a transition to NEC UNIVERGE BLUE, delivering a modern, cloud-based communications platform capable of scaling seamlessly with the business. **The solution delivered:**

NEC UNIVERGE BLUE

A secure, all-in-one cloud communications platform supporting voice, messaging, analytics, and mobility across all sites.

Mobile-first call handling

Sales and management staff use the UNIVERGE BLUE Connect application to take calls wherever they are, across sales yards, between sites, or while meeting customers.

Unified multi-site deployment

All sites and brands operate under a single UNIVERGE BLUE account, simplifying management and support.

Flexible device mix

A tailored combination of NEC desk phones for high call-volume teams, mobile applications for sales staff, wireless desk phones for flexible deployment, desktop softphones, and analogue services for fax and loud bell integration.

Wireless deployment capability

During major site renovations, staff working from temporary demountable offices were supported through a wireless network, ensuring uninterrupted communications.

Seamless rollout

Pre, and post, implementation training, clear documentation, and a carefully planned cutover ensured business continuity with no disruption.

The Results

The move to NEC UNIVERGE BLUE has delivered measurable improvements across customer service, operational efficiency, and flexibility.

Between January 2025 and January 2026, the system supported 45,085 inbound and outbound calls across four sites, providing the reliability and visibility required to manage high enquiry volumes.

Key outcomes include:



Improved customer responsiveness

Sales staff are now immediately available to take calls via mobile, significantly improving enquiry handling compared to desk-phone-only workflows.



Greater operational flexibility

Sales, management, and administration teams all work differently - UNIVERGE BLUE supports each role without compromise.



Smarter operations

Call logging and analytics provide insight into missed calls, inbound volumes, and staff availability, helping teams improve service levels.



Streamlined onboarding

New staff can be provisioned quickly once email access is confirmed, with no technician site visits required, a significant improvement over the legacy PBX.



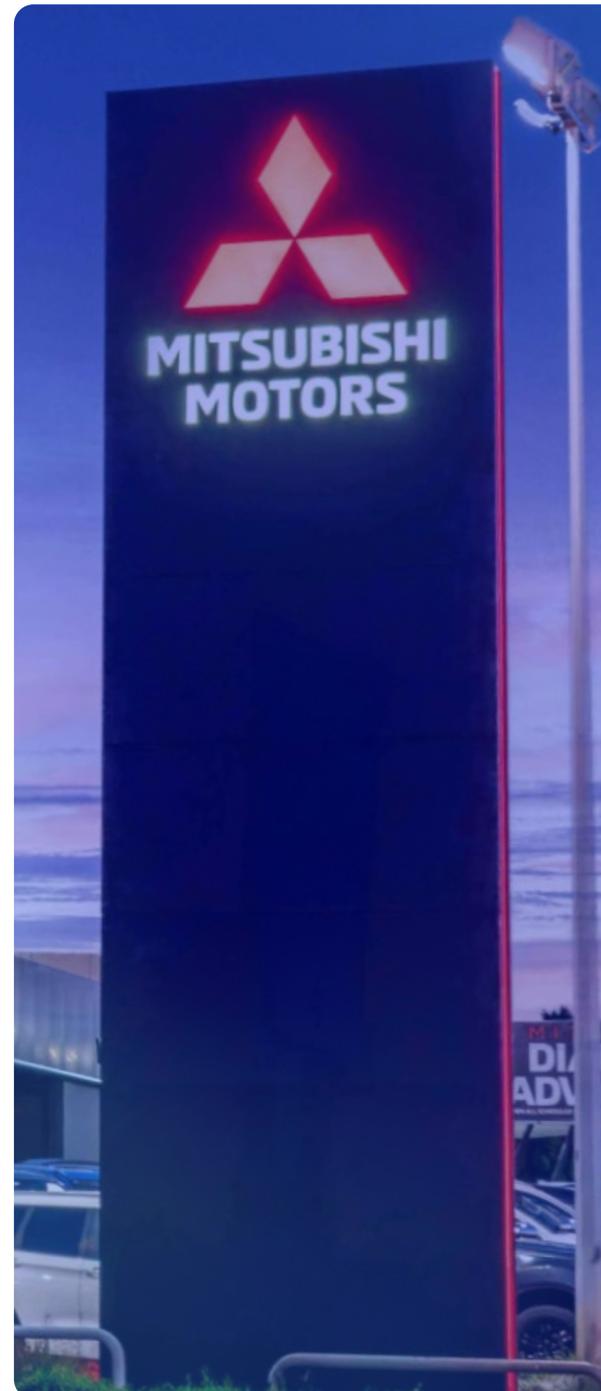
Quality-of-life improvements

Voicemail-to-email with audio files and voicemail transcription improve responsiveness and are widely valued by staff.



Scalable, cost-effective growth

A per-user, per-month subscription model ensures the business only pays for what it uses, ideal for an industry where staff numbers can fluctuate.



"Since moving to UNIVERGE BLUE, our communications have become far more flexible and reliable. It's helped our teams stay connected and respond faster to customers across all our sites."

- Desi Gekas, Program Manager, North East Motor Group



Looking Ahead

With NEC UNIVERGE BLUE and Tech1 Solutions, North East Mitsubishi now has a cloud communications platform designed to evolve with the business.

By moving away from on-premises infrastructure, the organisation has removed location constraints, simplified system management, and reduced the cost and complexity of ongoing upgrades. Software and hardware updates are managed seamlessly, without disruption.

As North East Motor Group continues to expand its dealership portfolio, UNIVERGE BLUE provides the flexibility, visibility, and scalability needed to support future growth — ensuring communications remain an enabler, not a limitation.

Contact us to book a live demo

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