



# Case Study: Car Craft Group

Creating a connected  
workplace



# Car Craft Group



## About the Car Craft Group

Car Craft comprises a national network of independent smash repairers and panel beaters, originally founded in Western Australia in 1987. It consists of 115 businesses across Australia — each of which is a financial shareholder — and has a head office in Perth.

## The challenge

The group had no common set of technology solutions, with most of their businesses reliant on different external IT providers for even basics like Internet connectivity and email.

Car Craft needed a simple cloud-based solution that could fix their lagging connectivity and set up their business in Perth for the future. They were looking to centralise their billing process and hoping to scale it across ideally all 115 of the group's businesses nationwide.

## Connecting the workplace

Car Craft's Western Australia operations signed on for a trial of Telstra's Connected Workplace, which provides them with fibre-based Internet connectivity and a managed private network.

The solution also includes voice and video calling, with everything bundled together in one single fixed-price bill, replacing multiple bills they had previously. The solution puts them in control of their own network, rather than having to turn to a variety of third-party videoconferencing and file sharing providers.

This simplicity means their staff need minimal training in how to use the technology, and Car Craft can focus on the actual business of smash repairs. They can now discuss jobs and exchange content across the country in near real-time rather than spending time sending out paper-based quotes or waiting for the Internet to work.

"The benefits for us were streamlining," said Peter McMahon, General Manager at Car Craft. "It made everything easier and faster. They can be small gains, but in my industry — and probably many other industries — it's about minutes and providing gains. It's about time. And they all add up over 365 days, so if everyone in my office has saved 10 or 20 minutes a day over a working year, that's huge."

Connected Workplace also had a surprise benefit for Car Craft, in that it drastically reduced the volume of spam messages received.

"You used to get it constantly," said McMahon, "and have to worry about whether it's a real email, but I don't see any of that now. This just adds another level of security that, you know, you're confident. Will it stop everything? Probably not. But I haven't seen anything for a long, long time."





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## Preparing for the future of car repair

Car Craft are underway in scaling out Connected Workplace to their 115 sites, and McMahon believes they've only scratched the surface of the solution's full potential — in terms of how its features and capabilities can aid the business. But already Connected Workplace has changed how Car Craft operates nationwide.

"Recently we had a board meeting here, and one of the guys was showing us something," said McMahon. "He had to remote access his business, via our Wi-Fi, and present to us certain things that were happening on a car — live. So we're looking at a car 330 kilometres away in a boardroom with eight people, with no lag or buffering."

"We've done this to future-proof the business going forward," McMahon explained. "We have a separate board of directors in each state, and travelling across the country for meetings is expensive and time consuming, but now we can just have teleconference and videoconference meetings from our desktops."

"It's quick, it's easy, it's not hard to think about," he added. "And as technology changes and things adapt, you know, we can see Connected Workplace being able to have things bolt onto it as we go along. Whatever they may be."

With Connected Workplace, Car Craft can focus on the mechanics of fixing cars and repairing bodywork. They can build towards a future where technology works for them, and where it grows with their business — rather than holding it back, so they can more easily run and manage the current sites as well as to smoothly bring any new businesses they purchase into the fold.

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