

Fast, reliable technology solution powers a high-performance business “ride” for Laidlaw’s Harley-Davidson

Laidlaw’s gains more flexibility and higher quality Internet and phone service options. Reliable connectivity prevents costly sales and financing downtime, and sustains productivity with remote access capabilities despite a 50 percent staff reduction. Now, Laidlaw has more time and tools for improving the customer experience.

Founded in 1958, Laidlaw’s is among southern California’s oldest and largest Harley-Davidson® motorcycle dealerships. Since General Manager Richard Litchfield joined Laidlaw’s in 2006, he has seen dramatic changes in how business is done and what it takes to maintain the dealership’s district leadership in new vehicle sales.

Responding to new economic realities

One of the dealership’s biggest challenges has been how the economy has pressured both Laidlaw’s and the Harley-Davidson Motor Company itself to find new efficiencies. Both companies

“Both the economy and the Motor Company are prompting us to be more efficient in disseminating information and working through Internet portals. We needed better, more reliable speeds...with Spectrum Enterprise we got that, plus more.”

—Richard Litchfield

downsized, with Laidlaw’s reducing its staff by half. In addition, the Motor Company moved key business processes online.

With the business being reengineered so quickly — and with 50 percent fewer employees, Laidlaw’s needed a fast way to step up productivity. It also needed highly reliable connectivity; the Motor Company’s shift to electronic processes means Laidlaw’s employees must now access everything from credit card processing to financing through the corporate Internet portal.

Seeking better technology and a better technology partner

Litchfield says it came down to the fact that Laidlaw’s needed a faster, more reliable platform. The existing T1 line didn’t have the bandwidth or stability to support mission-critical Internet access. In addition, Litchfield wanted to upgrade his voice system to deliver high-quality calls.

So, in 2012 as Laidlaw’s contract with its old service provider was about to expire, Litchfield started looking not just for new technology options but for a more responsive and proactive technology partner. He had been impressed with the quality and bundled pricing of his residential



Richard Litchfield, General Manager, Laidlaw’s Harley-Davidson

Client profile



Company

Laidlaw’s Harley-Davidson

Industry

Automotive

Services

Business Internet Access
Primary Rate Interface (PRI)
Business Class Phone and Television

CASE STUDY FAST, RELIABLE TECHNOLOGY SOLUTION POWERS A HIGH-PERFORMANCE BUSINESS “RIDE” FOR LAIDLAW’S HARLEY-DAVIDSON

Spectrum Enterprise services, so he asked what they could do for him at work.

Harnessing high bandwidth and more features at lower cost Spectrum Enterprise offered a solution for the 65,000 square-foot dealership that bundles three solutions: (1) up to 35 x 5 Mbps Business Internet Access, (2) Primary Rate Interface (PRI) providing 23 high-quality voice lines (including dedicated lines for fire, burglar alarm, elevator and emergency services), plus (3) television service throughout the dealership.

Litchfield adds that Spectrum Enterprise continues to be proactive. He cites Laidlaw’s 2013 upgrade from 10 x 2 Mbps to the current bandwidth of up to 35 x 5 Mbps: “When we had the opportunity to upgrade to faster speeds, my account rep called me right away. We got that upgrade for still less than what I was paying with our old provider. How do you beat that?”

A critical need for more reliable connectivity

Prior to implementing Business Internet Access, Laidlaw’s had 35 computers accessing the Internet via a T1 line. Now, the high performance bandwidth supports 70 computers with Internet uploads and downloads that are not only faster, but highly reliable.

“I’ve been a fan of Spectrum Enterprise for a long time...I’ve especially got to give their technicians credit because they’re so professional.”

—Richard Litchfield



With data, voice and video services powered by Spectrum Enterprise, Laidlaw’s offers customers the ultimate shopping experience.

The difference this makes in workflow is especially critical with Laidlaw’s business processes so dependent on the Internet.

For example, buying a Harley used to mean customers had to fill out pages of sales and financial documents. Now it’s all computer-based. Litchfield explains, “the salesperson just checks off boxes, fills in blanks and hits submit.”

While Internet-based processes are easier for both customers and sales, the impact of even a little network downtime becomes, according to Litchfield, “...drastic. If we have customers waiting for applications to get processed electronically and our system goes down, we can’t do it by phone. We can’t do it by fax. It can be deadly.”

Litchfield views the reliability of Spectrum Enterprise Internet connectivity as a bottom-line business asset for Laidlaw’s. Plus, the support of Spectrum Enterprise technicians has surpassed expectations. Recently, for example, technicians went the extra mile to help him pinpoint a problem with one of the dealership’s five servers, which

was outside the scope of Spectrum Enterprise services. “The experience has been very good,” Litchfield says.

Despite dramatic downsizing, Laidlaw’s Harley-Davidson is “still doing the same amount of work — or more,” according to Litchfield. Also important for this family-owned business is how the Spectrum Enterprise partnership delivers a complete package of solutions backed by the same level of stellar customer service that has driven the dealership’s own success for more than half a century.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise’s industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.

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