

How a fiber “freeway” keeps sales rolling for Wheel Warehouse

Fiber enables an interactive “showroom” experience and enhanced social media use. Key business differentiators such as same-day shipping and highly personalized customer service are also supported by fiber-based bandwidth. A reliable infrastructure and responsive technicians ensure business continuity while seamless phone service supports national and international customers.

Southern California’s Anaheim is home to 80 percent of the world’s wheel manufacturers. So, it’s easy to see why it’s also home to Wheel Warehouse, an after-market wheel retailer. Since 1979, Wheel Warehouse has built a reputation for delivering an outstanding shopping experience, featuring a 7,000-square foot “Disneyland for wheels” showroom where customers can try on the latest rims and tires.

When Mike Yablonka and Chris Granger bought Wheel Warehouse a few years ago, they intended to take that famous showroom experience online by upgrading their website to connect with a national and international audience. Unfortunately, the technology offered by their existing service provider wasn’t up to speed.

“...I’ve got faster uploads, better phones, better service—and I’m not paying any more.”

—Mike Yablonka

“Our Internet [used to get] bogged down,” Yablonka recalls. “We upload lots of pictures to show customers options the same way we do in the showroom, but the Internet was so slow I could have lunch between uploads. We had phone quality issues as well.”

Accelerating success

Spectrum Enterprise used its fiber network as the basis for a turnkey solution that, in Yablonka’s words, “made it so easy and with capabilities I didn’t even know were available.”

A 5 Mbps Fiber Internet Access (FIA) circuit alleviated the bandwidth bottleneck by delivering symmetrical upload and download speeds. A fiber-based Primary Rate Interface (PRI) circuit provides 23 high-quality voice channels so, “whether sales associates are at home or out of the office, they answer calls as if they were right here in our showroom. It’s pretty amazing.”



Mike Yablonka, Co-owner, Wheel Warehouse

Client profile



Company

Wheel Warehouse

Industry

Automotive

Services

Fiber Internet Access (FIA),
Primary Rate Interface

Ramping up an online showroom

The bottom line was that Yablonka wanted better technology and a better partner. He chose Spectrum Enterprise.

Yablonka explained to his Spectrum Enterprise account executive that he wanted to create a faster, more engaging experience on the store’s existing website by adding functions such as an online inventory of wheels, tires and suspension options. He also wanted their newer websites, WheelWarehouseOnline.com and SoCalWheels.com, to offer online shopping with the high level of personal attention that customers experience in the Anaheim showroom.

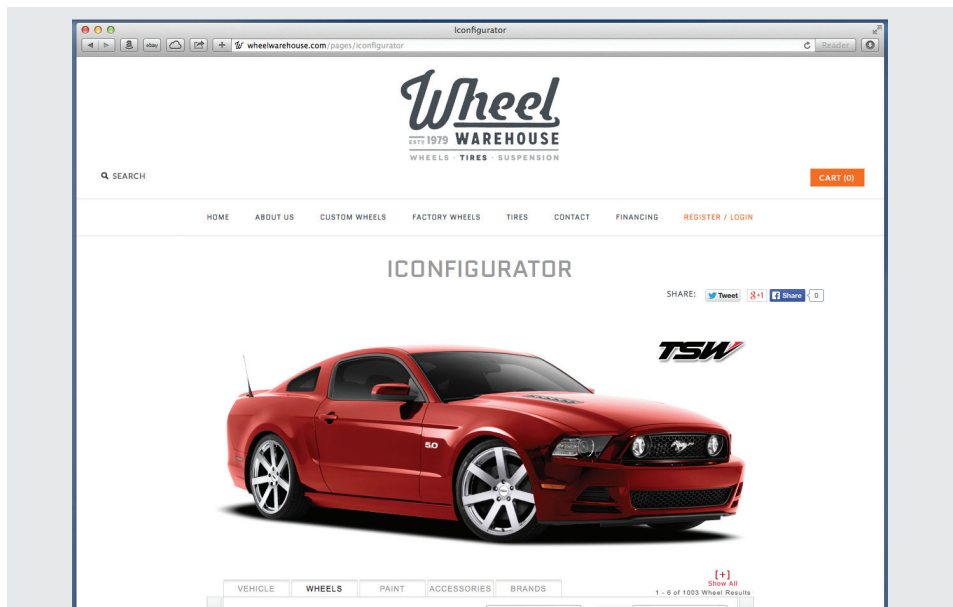
For instance, when car owners are interested in used rims, Wheel Warehouse sales associates often upload as many as 20 photos so customers can see the exact condition of the rims. Yablonka recognizes that the unique virtual experience is made possible by the fiber-based symmetrical upload connectivity. “It’s a lot of uploading, but we want online customers to see what they’re buying as if they were right here,” added Yablonka.

Another reason Yablonka feels his partnership has been so productive is because his Spectrum Enterprise team shares the same commitment to customer service and customized solutions that have always driven success for Wheel Warehouse.

“So many people make the sale and move on,” Yablonka says. “Our Spectrum Enterprise account executive continues to support us after installation.”

Spinning new sales with social media

Being an active member of the Anaheim community has been good business for Wheel Warehouse. Now, the dealership is taking community involvement to the next level with a



With Spectrum Enterprise FIA supporting its website, Wheel Warehouse invites customers worldwide to “try on” new wheels in its virtual showroom.

comprehensive social media strategy. FIA connectivity lets Yablonka engage with an Instagram® following and monitor Yelp® reviews without slowing down sales associates as they search the online parts inventory. Yablonka adds that fast upload speeds make it easy to take full advantage of photo-sharing sites like Facebook®, Pinterest™ and Fanzly™ (Facebook’s incentivized sharing service) that “are great for showing what we do to change the look of the wheels and the entire car.”

Keeping a disaster from putting the brakes on business

Yablonka values the reliability of Wheel Warehouse’s fiber solutions and the efficiency of customer service support. Yablonka recalls, “There was a fire in the building at 2:30 am. By 6:30 am Spectrum Enterprise technicians had our phones back... while everybody else’s phones went down for over a week...we never lost our phone system at all. That was a huge benefit for us, obviously.”

Mike Yablonka believes Wheel Warehouse hasn’t yet tapped into half of what’s available through their current solution. He has big plans for the future and having the scalable fiber-based Spectrum Enterprise voice and data solutions is critical to growing his business.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions, including Internet access, Ethernet and Managed Network Services, Voice and TV solutions, Managed Application, Cloud Infrastructure and Managed Hosting Services. Our industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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