



Rana Management Inc.

A Case Study

Driving Customer Engagement Through Smart Communications

Overview

To eliminate missed calls and improve operational performance, Rana Management Inc. partnered with Unified Office to implement a real-time communications and analytics platform. The solution integrated dealership workflows, CRM systems, and performance dashboards - resulting in faster response times, increased sales opportunities, and a more agile customer service experience.



Improved Call Handling



Real-time Analytics



Custom Workflow Configuration



CRM Integration

THE SITUATION

Rana Management Inc., with dealerships across New York and New Jersey, needed a communications solution that could keep pace with today's real-time consumer expectations. Missed calls meant missed sales. Their goal was to create a mobile, responsive environment that ensured every customer inquiry was answered and tracked - without relying on outdated systems or manual processes.

THE SOLUTION

Unified Office delivered its Total Connect NowSM Automotive Performance SuiteTM, a fully managed hybrid cloud solution tailored to dealership operations. Total Connect Now allows Rana Management Inc. to:

- **Capture every sales lead** with smart call routing that connects customers instantly
- **Improve team performance** using real-time analytics for coaching and insights
- **Simplify scheduling** through automated workflows for appointments and notifications
- **Respond faster** with CRM integration that puts customer data at their fingertips
- **Manage all locations** from one centralized service portal

THE RESULTS

With Unified Office's platform, Rana Management Inc. transformed its customer engagement strategy from reactive to real-time. The team now responds instantly to inquiries, locates experts on the fly, and tracks every interaction through integrated CRM tools. As a result, they've eliminated missed calls, increased conversion rates, and empowered staff to deliver a faster, more personalized customer experience - turning communication into a competitive advantage.

"Unified Office has helped us focus on delivering the highest quality customer engagement and service to our clients."

- Carly Christensen, Corporate Controller



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