



## From Legacy Phone System to AI-Powered Revenue Platform

"Spoke provides us with a modern calling and messaging platform to accommodate whatever digital needs our future holds."

**60,000+**  
calls  
every day

**1,200+**  
hours saved per  
manager per year

**40%**  
faster employee  
ramp time

**-80%**  
manual post-call  
activities

Vertu Motors faced compounding challenges that threatened their ability to scale and compete in an increasingly digital automotive market. Their existing phone system was at capacity, buyers did more online, and manufacturer margins were under pressure.

Vertu implemented the complete Spoke platform across two phases.

**PHASE 1**  
Spoke Phone

Vertu migrated from a Cisco on-premises phone system to Spoke's scalable cloud communications platform, allowing their 7,500 employees to have customer calls and text chats anywhere, not just at their desk.

**PHASE 2**  
Spoke Enlighten

Vertu deployed Spoke Enlighten to QA 100% of calls with AI, to automate coaching, improve performance, save thousands of hours, and drive more sales.



“One of the early benefits was that Spoke allowed us to migrate off our 13-year old on-premises platform, while keeping the proprietary customer journey logic we've built over time. We're now building on that value with Spoke Enlighten.”

BRUCE CLARK,  
CHIEF TECHNOLOGY OFFICER, VERTU MOTORS

## Before

# Challenges and Opportunities

### Cost

Upgrading their 13-year old Cisco meant investing millions into legacy technology that wouldn't deliver the digital future they needed.

### Infrastructure

Teams missed significant numbers of customer calls while away from desks, resulting in lost sales opportunities.

### Visibility

Sales reps had no way to prioritize which of hundreds of daily inbound leads would actually convert.

### Coaching

Managers were spending thousands of hours on manual call reviews and coaching.

### Onboarding

Employees ramped slowly without consistent, personalized coaching.

### Compliance

Poor secret shopper scores meant the team risked losing hundreds of thousands in manufacturer rebates.

### Automation

Critical customer and business data was trapped inside phone calls and people's heads.

## After

# The Value-Driven Results

### Cost

Vertu saved over £900,000 by moving to Spoke's cloud platform instead of upgrading legacy hardware.

### Infrastructure

7,500 employees can now take calls and messages anywhere, not just at their desk.

### Visibility

Critical customer and business data now surfaces during calls, helping reps handle and prioritize opportunities.

### Coaching

Contact center managers saved 25+ hours every week — 62% of their time — with automated call QA and coaching.

### Onboarding

Personalized coaching delivered automatically so new employees reach full performance 40% faster.

### Compliance

Secret shopper oversight now runs on all calls, training teams to manufacturer standards and alerting managers of breaches.

### Automation

80% reduction in manual post-call activities. Structured data used to automate repetitive operational functions.