

International Car Wash Group  
Success Story

# TRANSFORMING INTERNAL COMMUNICATION ACROSS HUNDREDS OF LOCATIONS WORLDWIDE





## OVERVIEW

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Managing the largest local car wash conglomerate in the world can come with its share of challenges. In an industry dominated by M&A, the relentless pursuit of quality, and a hyper-focus on speed and value—it's clear how challenging maintaining high customer satisfaction metrics is while keeping teams aligned across almost a thousand car wash locations throughout the world.

COVID-19 presented many challenges to the car wash industry. Being in the office was always the norm. That's until the pandemic hit and companies were left to figure out how to handle remote connectivity, access, and communications with teams in different locations across the world.

G12 has been connecting companies with cost-effective communication services for nearly a decade—giving them the tools they need to stay agile and competitive in today's digital workplace.

**Discover how International Car Wash Group (ICWG) leverages the Cloud PBX services of G12 to transform communication across all its locations and teams.**

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# ABOUT THE INTERNATIONAL CAR WASH GROUP

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International Car Wash Group (ICWG) is based in Centennial, Colorado and London, England. Washing more than 35 million cars a year through a network of more than 890 locations in 14 countries across Europe, the U.S, and Australia.

ICWG is committed to continuous improvement through innovating new ways to keep cars looking like-new for their customers. The company is also focused on minimizing its impact on the environment by using only biodegradable chemicals.

## QUICK FACTS



1,000+ employees



Founded in 1965



Owned by car washing conglomerate DrivenBrands



# THE PROBLEM

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As a company, being able to communicate and stay connected with all operational sites has always been a challenge. This made it hard to track people down and troubleshoot across locations.

As a national brand in the United States with operations in many states, it's important for ICWG to have connectivity and visibility to all their sites at any given time. Plus, frequent mergers and acquisitions made it challenging for the company to integrate acquired businesses.

Tracking down bills, numbers, and other critical information had become a significant pain point for the company.

ICWG quickly realized it needed a repeatable and robust communications and collaboration strategy if it wanted to scale in the digital age. It needed a centralized-based system that could be easily deployed throughout the US and essentially to all their locations across the globe. That system needed to be flexible enough to easily incorporate all types of phones.



# THE SOLUTION

While being fully aware of several communications options that can be rolled out, ICWG's Director of IT, Jeff Perry, decided to roll out G12's Cloud PBX services—Connect to Teams, Advisory and Support.

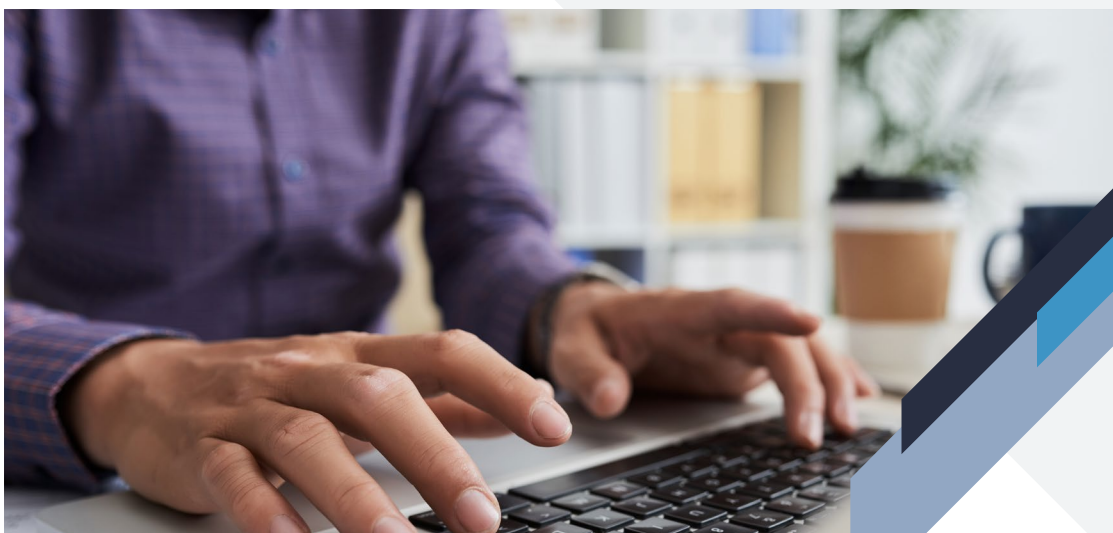
In fact, Jeff had been using the services of G12 for nearly 12 years, having deployed their services at every place he was in charge of IT.

**"It's the support I get from G12 that makes me always go back to them. I rate a company based on the support you get after the sale. If I have a problem, I simply just make a call to access a level of support that's unmatched. G12 has been amazing at pinpointing what we needed. They worked with us to ensure we have the right solution and devices. They have certainly gone above and beyond to provide a seamless deployment experience"**

**Jeff Perry, Director of IT  
International Car Wash Group**

Jeff understood that G12 was the ideal partner to help them build the blueprint they would so heavily rely on for future cloud communication deployments for new M&As.





## THE OUTCOME

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ICWG now has a trusted partner in a national leader known for creating cloud communications that are scalable, reliable, and fully supported.

With G12 Communications, ICWG has a plug-and-play blueprint to deploy for all their teams on the ground, locally and internationally. The Connect To Teams services offered by G12 seamlessly integrated every phone number directly into Microsoft Teams, making the roll-out process nothing short of seamless. The company was able to onboard 18 sites in just under a day.

As a company that continues to grow rapidly, it was crucial for ICWG to find and develop a process that is both effective and can serve as a blueprint for the future. With the support of G12, ICWG can confidently pursue new M&As as it continues to expand.



# FAST-TRACK MULTI-SITE CLOUD COMMUNICATION DEPLOYMENTS WITH G12 COMMUNICATIONS

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Are you looking to seamlessly deploy UCaaS across multiple locations? Book a meeting if you're ready to turn Microsoft Teams into your full-featured business phone solution with our best-in-class service, reliability, and support.

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communications