



Corporate Profile

Company Name:
Chevyland (Courtesy Chevrolet)

Headquarters Address:
7500 Youree Drive
Shreveport, LA 71105

Headquarters Telephone:
(318) 425-3471

Company Web Page:
www.chevyland.com

Date Company Founded:
1927

Dealer:
Steve Horn

Company Function:
Car Dealership

Number of Employees:
120

Technology Involved:
Dedicated T-1, Content Filtering

Chevyland Contact:
Tim Sayles
Systems Administration
tsayles@chevyland.com
(318) 226-3217

Meeting Customer Needs Equals Customer Satisfaction

About Chevyland

Chevyland, founded in 1927 in Shreveport, LA, is one of the oldest and largest car dealerships serving area residents. The dealership has been the dominant new car sales leader in Shreveport for decades, and continues as one of Louisiana's top new vehicle retailers. It has a strongly family-oriented history based on integrity and putting customers first. Chevyland's longevity can be attributed to its commitment to customer service and ability to evolve through decades of change.

The Challenge

Like many businesses in the millennium, utilizing the most recent technology for operations in a cost effective manner can many times be crucial to meeting company objectives. Chevyland relies on Internet service and technology for a variety of internal and external functions, including its informational Web site, automotive research, and many administrative functions. With its former Internet service provider (ISP) there were time consuming reliability and speed issues causing an unnecessary strain on operations.

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– Tim Sayles
Systems Administrator
Chevyland



The Decision

At the same time Chevyland was experiencing problems with its Internet service, an independently owned ISP, Bayou Internet, was introducing itself into the Shreveport market. Bayou Internet contacted Chevyland and listened to what Tim Sayles, System Administrator, had to say about the dealership's needs.

"The sales representative at Bayou Internet met with me personally to discuss our particular needs for reliability, speed, and support," comments Sayles about the initial sales contact. "Bayou's personable, solution-oriented style made us comfortable with our decision to go forward. We also felt reassured doing business with a local, Louisiana-based provider."

The Solution

In May 2004, Bayou equipped the organization with a dedicated T-1 line, and content filtering service. A Bayou representative visited the dealership to ensure a quick and painless installation. According to Sayles it was the smoothest transition he has ever seen. The high-speed connections were a beneficial upgrade that incurred no unnecessary changes within Chevyland's organization.

The Results

Since installation, Chevyland has seen the benefits of having a reliable Internet connection, allowing employees to do their jobs efficiently without any set-backs caused by Internet issues. In addition, there are no complaints about customer and technical support.

Sayles explains, "When I call support, I am automatically able to speak with my personal technician who installed our site."

Locality also proves to play a key role in Chevyland's satisfaction with Bayou Internet.

"The biggest advantage of implementing Bayou's service is that the company is a local provider who understands and offers a solution for our needs," continues Sayles. "Working together we are helping the Shreveport economy while Chevyland stays true to its 'customer first' philosophy."

About Bayou Internet

Bayou Internet is the largest independently owned Internet and communication service provider in Northern Louisiana, Bayou's expertise and ability supersedes that of any other local communications provider in the 318 area code. The company's experience in servicing Northern Louisiana and ability to customize services to align with specific needs exemplifies its commitment to the community. As O'Neal has experienced, Bayou is dedicated to not only serving, but partnering with and consulting its customers about their technology needs.



bayou internet



Chevyland