



MOMENTUM



INTERNATIONAL CAR WASH GROUP SUCCESS STORY

Transforming internal communication across hundreds of locations worldwide

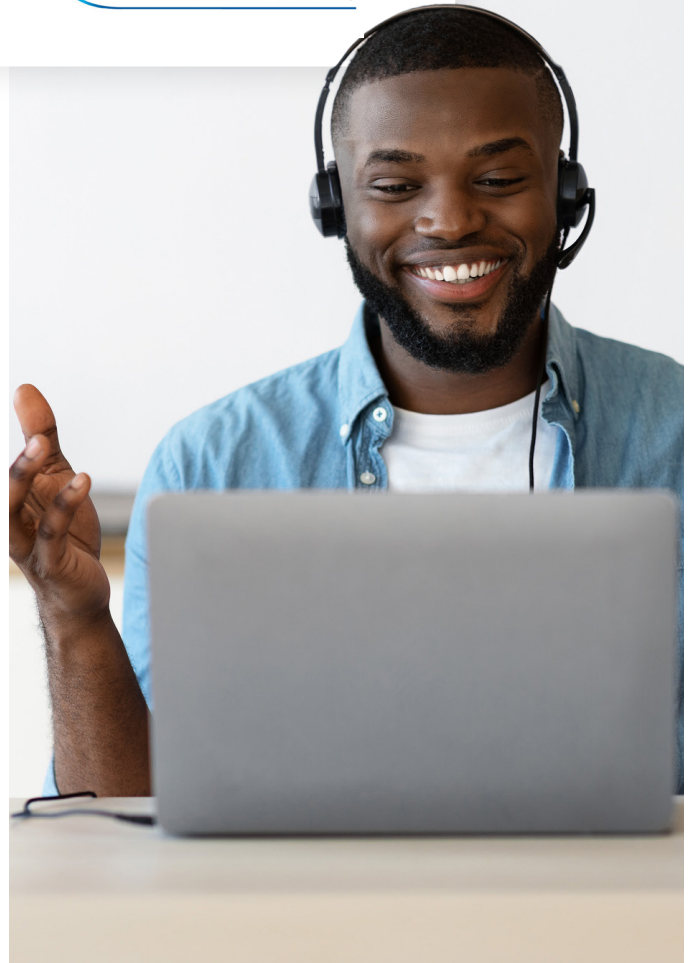


Overview

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.

The pandemic-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.

Momentum 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 Momentum's cloud voice solution to transform communication across all its locations and teams.



About the international car wash group

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 Driven Brands

The problem

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 US 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.

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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 Momentum's Cloud Voice solution—Connect to Teams, Advisory and Support.

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



Jeff understood that **Momentum 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.



It's the support I get from Momentum 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. Momentum 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

The outcome

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

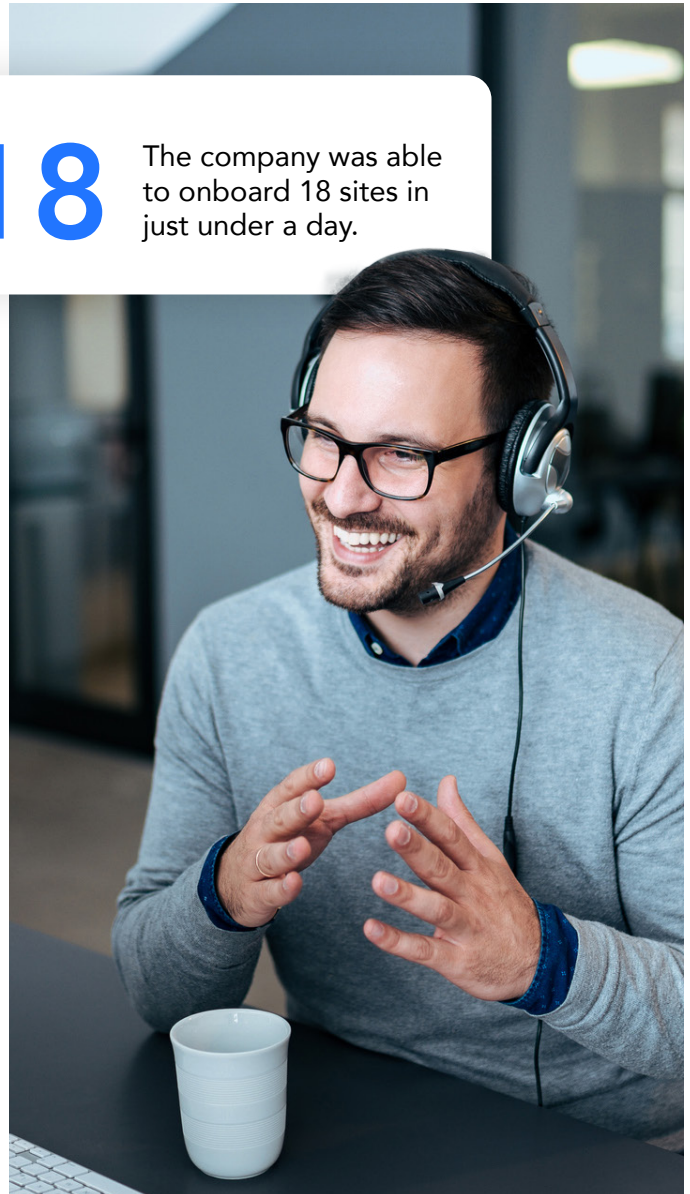
With Momentum, ICWG has a plug-and-play blueprint to deploy for all their teams on the ground, locally and internationally.

The Connect To Teams services offered by Momentum seamlessly integrated every phone number directly into Microsoft Teams, making the roll-out process nothing short of seamless.

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 Momentum, ICWG can confidently pursue new M&As as it continues to expand.

18

The company was able to onboard 18 sites in just under a day.





Fast-track multi-site cloud communication deployments with Momentum

Are you looking to seamlessly deploy Managed Cloud Services 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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