

Missouri Automobile Dealers Assoc.

“Any time Socket finds a way to pass on a technological opportunity, they do. We rely on them to tell us what we need and how we can do things better.”

—Sam Barbee, Executive Vice President
Jefferson City, MO



www.MADA.com

Industry

Automotive

Socket Services

23 Voice and Fax Lines

Local and Long-Distance
Telephone

Caller ID

Conference Calling

Geographical Location

Jefferson City

Auto advocate accelerates with Socket's teleconferencing service.

Client

The Missouri Automobile Dealers Association (MADA) in Jefferson City, Mo., serves as a source of information to more than 500 Missouri auto dealerships, associate members and the general public. MADA's main task involves representing the automobile industry in state government. Members enjoy resources such as a titling service, competitive benefits plan and the latest briefings on the industry. The organization also provides educational programs on auto-related topics such as seat belt usage and car buying tips.

Challenge

Serving a diverse group of people and businesses scattered across the state brings significant challenges in terms of communication. “Getting members together statewide for a meeting or session isn't easy,” says MADA Executive Vice President Sam Barbee. He says the organization struggled in the past with technological advancements and how to incorporate them into the changing nature of the automobile industry. He wanted to rev up MADA's communication practices but felt overwhelmed by the constant evolution of technology and the resources needed to implement a solution.

Solution

When Barbee learned Socket offered local and long-distance telephone service with a user-friendly teleconferencing system, he knew it was a great opportunity for his organization. MADA made the switch to Socket and now enjoys many teleconferencing capabilities, including a convenient Web interface that makes virtual statewide meetings simple and efficient. Socket's telecommunication solution also decreased MADA's monthly telephone costs.

Result

For MADA, change is not as intimidating as it used to be. After switching to Socket's cost-effective telephone service, the organization upgraded its phone system and is now looking into distance-learning applications to better serve members. Socket's ability to enhance MADA's communication methods has placed the once tech-weary organization on the fast track to advancement.