

The Telemarketing Company Ltd



The Telemarketing Company is the UK's leading specialist outbound B2B telemarketing agency offering both research and leads focused services. Their clients include blue chip clients, SMEs and public bodies. Services offered are of the highest quality with each agent receiving comprehensive and externally audited training appropriate to their specialism.

Summary of requirements

- An on premise, SIP enabled communication platform was required.
- The ability to integrate with clients CRM and workforce management (WFM) software
- Voice recording and reporting applications
- Ability to migrate softphone from Microsoft XP to Windows 7
- Staged migration from CM5 to IP Office, reducing business risk and lowering investment costs.

Solutions and services provided

- Avaya IP Office Server Edition
- Tri-line voice recording and call reporting software
- Transferring softphones from Microsoft XP to Windows 7 through a staggered process allowing for business operation to continue throughout the upgrade.
- Staged migration from ISDN to SIP

Business Benefits

- Continuity of business was maintained by TTC during and after their communication system, operating system and PC hardware upgrades.
- Call recording applications allow TTC to record all or selected calls. These calls can then be retrieved at a later date directly from their CRM system for purposes such as training or dispute resolution.
- Call reporting allows managers to view historic and/or real time call statistics either collectively or by agent.
- SIP trunks allow TTC to transport telephone calls over the internet, lowering call costs and line rental.

Testimonial

"One of the main reasons we chose West Pier was their expert knowledge of Avaya Telephone systems and their supporting products. Their ability to keep our XP softphones running normally whilst installing a new phone system was essential to us as this reduced risk and disruption to our agents. This was something that was important to us as phone calls are how we make our business work. We were delighted with how smoothly our upgrade went."

Dave Hawkins

West Pier Telecom is an accredited [Avaya Partner in Customer Excellence](#). There are only 4 resellers across the UK who have achieved Customer Excellence Certification so you can be assured of great experience when dealing with West Pier Telecom. [Learn More](#).



If you would like impartial advice on your telecoms and networking infrastructure give West Pier a call on 0844 264 5522 or email Mathew van Til (matthew.vt@westpiertele.com)

Avaya IP Office Tell Me About Guide: [View Here](#)