

Customer Success Story

Electrical Equipment Distributor Ensures Smart Connectivity Among All Its Branches with Yeastar



Customer Basic Information

Location: Across Italy

Industry: Wholesale and Retail

Products: S-Series VoIP PBX,
VoIP Gateways

Highlight Features Used:

- Multisite Interconnect;
- Linkus UC Softphone;
- Contacts;
- Third-party integration

— Application Scenario

Imagine what will happen if a large business group doesn't have a sound communications system: delayed response to clients' needs which leads to poor customer experience, dragging conversation between team workers which results in low working efficiency, lacking of advanced features to support the current communications needs which slows down the whole business running process... Yeastar address all these problems in a simply and easy way.

— Challenges

To meet the telecommunications needs of such a large group is not an easy thing. COMET Group requires a complete VoIP solution that could not only connect its extensions with each other across its 14 branches and separated retail shops without abandoning the outdated devices, but also integrate the phone system with all its existing door-phone intercom system and the broadcasting system for a smarter communications environment. What's more, how to keep employees connected while they are working on the go or working from home is also a top issue to address.

— Solution

After a thorough analysis of COMET Group's current needs and based on the size of COMET's stores, Sistemi Aziendali ed Organizzazione, Yeastar reseller in Italy, selected 3 S100 VoIP PBX and 11 S50 VoIP PBX to be deployed in the 14 stores. Besides that, some TA Gateways were also implemented to ensure the connectivity between the outdated analog devices (telephones, faxes and so on) and the current advanced VoIP system.



— Results and Benefits:



Multisite Interconnection for easy communication

The multisite interconnect of Yeastar allows COMET Group to connect all its branches and retail shops together in the easiest and secure way. In this case, 3 S100 VoIP PBX and 11 S50 VoIP PBX systems were deployed in the geographically separated branches, enabling users of the group to call each other at a low calling fee and collaborate with each other just as they were in one single workplace. Simply put, with only one link between a branch and another, the branch will be able to connect to all other branches, providing simplified communications and easy management of converged voice for multi-branch operations.



Linkus UC Softphone for instant calling and messaging

You won't always stay close to your desktop extensions, but you'll always keep your mobile phone at your hand or in your pockets. That's why Linkus UC softphone is born. Available using Microsoft Windows, macOS, iOS, and Android, Linkus makes real-time business communications and collaboration easy across multiple devices, for true one-number access. With it, employees of COMET could always call and message their co-workers no matter when it is and where they are.

With the newly upgraded P-Series PBX system, Linkus UC softphone now adds web-client to its list and supports new features like video conferencing, webRTC, and so on.



More advanced features for improved user experience

From basic call routing, IVR to advanced call conferencing and recording, Yeastar S-Series VoIP PBX provides customers like COMET Group with all-inclusive features without extra licensing fees. With Yeastar, workers in COMET could always enjoy the quality and efficient calls with their contacts. Telecommunication would no longer get in the way of either team collaboration or business cooperation.



Shared company contacts for more efficient collaboration

Yeastar contact feature provides a free phone-system-native phone book in which all users within the system can easily keep details of their company or personal contacts, organize shared directory, sync to softphone and IP Phone, benefit from caller ID match, and facilitate speed dial – all in one platform. When receiving calls on Linkus UC Clients, they will also be able to recognize a known caller and communicate more effectively.



Third-party integration for smarter connectivity

In today's scenarios, not only human to human collaboration matters to the business development, too to tool collaboration also plays an important role in ensuring the work efficiency for business operation. Yeastar VoIP phone system allows for integration between third-party systems like telecom systems and the broadcasting system, which smartly connects all these communicating devices (door-phone, mobile phones, desktop extension, broadcasting devices). The third-party integration with Yeastar VoIP PBX system ensures smoother communications and hassle-free management of the different systems.

Besides hardware devices integration, Yeastar also supports CRM integration to further enhance the collaboration between phone system and other platforms.

– Why chose Yeastar over other brands:

With all the benefits gained and the work efficiency greatly improved by implementing Yeastar PBX system, customers of COMET are more than satisfied with what Yeastar solution offers.

“ Our consultancy work combined with the reliability and professionalism of the Yeastar team has allowed us to implement the Yeastar products in 14 Customer's stores and we are working to implement them in all other stores (About 100). ”

— Andrea Santoni
from Sistemi Aziendali ed Organizzazione