

# How an Italian University Facilitates Remote Working While Ensuring Data Security




Università degli Studi  
Guglielmo Marconi

- Organization: Guglielmo Marconi University
- Headquarter: Rome, Italy
- Employee: 300 at 3 Sites Nationwide
- Industry: Education



## Background

Founded in 2004, Guglielmo Marconi University is the first Italian Open University officially recognized by the Italian Ministry of Education. Located in Rome, Italy, it has three sites spread throughout the city and over 10 branches worldwide with 22,000 alumni. The University's mission is to grant academic excellence and innovation and provide students with tailored, high-quality learning opportunities.

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## Challenges and Objectives

### • Ensure Remote Team Productivity

At the height of the pandemic, it occurred to Guglielmo Marconi University that they needed a higher-level solution to connect the geographically dispersed faculty team of 300 staff and ensure that they'd have access to the resources while working from home.

### • A System with High Interoperability

Guglielmo Marconi University is using HubSpot CRM to handle student inquiries, manage student admissions lifecycle, build alumni relations, etc. Thus, the ability to integrate seamlessly with their HubSpot CRM is a must-have feature for the new solution.

### • Offer Responsive Service to Students

Despite working from home, answering all student calls and offering them timely assistance was crucial. Especially during peak seasons, such as enrollment and exam periods. The University will need a full-featured call center solution to address the high demand.



## Solution

After consulting Telcom Sistemi Srls, Yeastar's certified reseller in Italy, Guglielmo Marconi University chose Yeastar P-Series PBX System for ticking all the boxes in one solution. **Two Yeastar P570 (Ultimate Plan)**, four D30 Modules, four EX30 expansion boards, and around 250 Yealink IP phones have been deployed as the final solution.

They're more than satisfied with its new Yeastar solution. Not only does Yeastar integrate seamlessly with HubSpot CRM, but the graphical user interface is also intuitive and straightforward, empowering the faculty to navigate the system effortlessly without any additional training.

## Results and Benefits

### • Remote Working Made Easy

Yeastar's Remote Access Solution satisfies the University's need to safely offer remote access to its 300 remote-working staff. Thanks to the Yeastar-supplied domain name, they can initiate remote connections easily with just a few clicks, thus providing the team with consistent unified communications experiences while working from home.

### • Flexible Call Management

Yeastar's call center solution saves Guglielmo Marconi University from looking for a third-party call center. It offers a broad range of features, such as IVR, Wallboard, Operator Panel, CDR, etc., ensuring the faculty can handle calls flexibly and provide students with timely assistance even when working from home.

### • Streamlined Administrative Efficiency

HubSpot-Yeastar integration has enhanced the whole user experience for the University's remote staff. Together with Yeastar Linkus for Google, the faculty can now enjoy Click-to-Call, Call Popup, Contact Sync, and more useful features to streamline administrative efficiency.

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*Establishing remote connections for a 300-staff team was challenging when the customer first approached us, but they were very satisfied with the choice. Not only for the product itself but also for the speed and availability of the technical service.*

**Mauro Stella**

Business Owner,  
Telcom Sistemi Srls