



VOIspeed customer case study

The benefits of Software Ip telephony for business

The Business Background

Editalia, based in Rome was established in 1952 during the reconstruction years. From the beginning its mission was to recuperate and restore the civil and cultural heritage of Italy. The company took art as a vehicle to keep in contact with Italy's roots.

Editalia has since expanded beyond it's primary vocation in publishing with the added mission of recreating Italian art in many new forms. In fact, in recent times Editalia also presents a vast collection of original work by the most prestigious contemporary Italian artists, whose personalities have left a clear mark on the 20th century and beyond. This original art comes in many forms; lithographs, etchings, watercolour, and also sculptures. All of these works maintain the common goal of transmitting through Art the value of Italian culture through it's history, creativity and intellectual heritage.

Editalia undertakes many telemarketing campaigns in-house to obtain leads that are then in turn transferred to appropriate representatives. Therefore telecommunications is not only important for internal communications but is essential for a functional and complete Marketing instrument that is vital to the business's success.

The marketing and sales departments work exclusively on the phone, whether it is for outbound or inbound activities. The telephone is therefore a crucial and integral element of our business through out the work day.

The Challenge

Editalia last upgraded their phone system three years ago, but at best it was regarded as a "traditional" system, which offered few features which modern systems have as standard and was not conducive for a telephone centric environment.

Due to an increase in competitiveness in the market Editalia thought it necessary to streamline their general working processes as well as their business tools. A complete

integration between the CRM platform and an IP telephone system was therefore a fundamental organisational need and became a primary focus. They needed a telephone product that would enable them to enhance their communications that would mean never missing a call and seamlessly transferring calls throughout the site. With those and other many features the new integrated system has even allowed them to over-achieve their fixed objectives.

The Solution

VOIspeed proved it was more focused on innovation it offered a product that was both advanced and future-proof. During the development phase of the project, Editalia were shown the many new features that their different departments could benefit from.

The integration of the CRM platform along with the technology of VOIspeed was the most complete solution in terms of functionality and which also offered the best service assistance. The entire CRM project took about two years to complete. However, the telephony part of the solution involving VOIspeed was implemented in the matter of a single day.

Different departments make use of the diverse products VOIspeed have on offer - the phone operators use the USB BI-aural headsets, while the majority of the other employees use a USB system that is connected to their

computer, which operates with the built-in SoftPhone (Client Software powered by VOIspeed). Other internal areas, such as the conference room, operate through an IP terminal.

The Results

Editalia as a company is constantly evolving. The flexibility of the many features available with the VOIspeed solution has allowed employees to personalise the entire system to their needs, as they in turn change.

With the VOIspeed IP phones, every user record any of their calls at a touch of a button. This has proved to be an invaluable tool for both training and for legal reasons. Furthermore implementing a conference call with more than two people has become almost second nature, when before with the previous system, it was virtually impossible.

“We are very confident to recommend the complete IP telephone system we have integrated from VOIspeed”