



*Streamlined Communication, Enhanced Efficiency: How West Pier Telecom Empowered The Telemarketing Company's Operations*

We partnered with The Telemarketing Company Ltd to upgrade their communication system with a SIP-enabled Avaya IP Office Server Edition. This solution integrated seamlessly with their CRM and workforce management software, and included Tri-line voice recording and call reporting. We managed a staged migration from CM5 to IP Office and from ISDN to SIP, ensuring business continuity and reducing costs. We also transitioned softphones from Microsoft XP to Windows 7 with minimal disruption. This successful project underscored our expertise as an Avaya Partner in Customer Excellence.

