

Case Study:

How One Voice, Data, and SIP Trunk Vendor is Finding a Niche in Car Dealerships with PBXware and Custom CRM Integration



Background

[TelSynergy](#) has been selling telecommunications solutions out of Montreal, Canada since 1996. After gaining an initial 10 years of experience in the voice and data sphere, they found a niche as a Canadian industry pioneer in SIP trunking. Today TelSynergy has 3,500-4,000 customers in Canada, the US, and across the world.

Challenge

At some point in their journey the need arose for a PBX. But TelSynergy was patient and did their due diligence in finding a best-fit solution. "Lots of trains leave the station only to derail on the first curve" quips Ronald Rondeau, Manager of TelSynergy. If they were going to put their name on a third-party product, they were willing to wait for something good.

Executive Summary

- **TelSynergy** is gaining a competitive edge with the car dealership market
- **ActivX** became the latest new integration with our leading PBXware MT system
- **Bicom Systems** is enjoying enhanced collaboration with a Premium Partner

“We are growing by leaps and bounds since starting with Bicom Systems.”

**Ronald Rondeau,
Manager of
TelSynergy**

Solution

After coming across [Bicom Systems PBXware](#), TelSynergy tested a demo and liked what they saw. Especially important was the fact that they could maintain control of the solution, giving them confidence with their customers.

They implemented PBXware on-site with their own SIP trunking and telephony technology. Ronald says that they are "growing by leaps and bounds since starting with Bicom Systems." They have been able to win some deals they wouldn't have otherwise gotten thanks to their confidence in selling PBXware. Today, TelSynergy is a Bicom Systems Premium Partner.

Not long ago a perfect storm of events opened some doors for TelSynergy and Bicom Systems. One of TelSynergy's current customers is a car dealership with about 100 seats. The customer uses a Canadian-based CRM uniquely designed for car dealerships called [ActivX](#).

The first coincidence? It turns out ActivX is based out of Quebec just like TelSynergy.

As Ronald was exploring ways to work with this customer and ActivX, one of his TelSynergy reps was also working with a few customers that use ActivX. Though neither knew it, both were in contact with ActivX and actively pursuing ways to integrate. As Ronald says, a partnership was "written in the stars."

Best of all, ActivX is currently in a growth pattern, gaining about ten new clients per month, so interest was piqued at this lucrative opportunity.

TelSynergy scheduled a call with ActivX and both parties agreed an integration made sense. They would need Bicom Systems to create a custom integration with PBXware, so Ronald contacted Business Success Manager Patrice Bramat for support.

Between Ronald, Patrice, and Cian Maher of Bicom Systems they put together a custom integration and tested it with a TelSynergy customer. The customer was happy and the test was a success.

Results

Not only were a few customers won immediately by this project, it also opened the door to a whole new industry and niche as TelSynergy can offer an all-in-one communication tool to car dealerships using ActivX in Canada. Conversations have already begun about expanding to the US market as well. With their name on the ActivX website, TelSynergy can make this integration available to all shared customers.

Ronald says that TelSynergy appreciated the flexibility of Bicom Systems PBXware to add another CRM integration to its repertoire. This "will be a good battle horse" as they approach and reach more customers. On behalf of Bicom Systems, Patrice appreciates the initiative TelSynergy took in growing their business and strengthening our partnership.

TelSynergy

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