

Case Study:

How One Comms Solutions Provider is Growing through Flexibility in Reaching New Sectors



Background

[VOXIA](#) is a communications solutions provider that specializes in network and communications solutions for business customers. Based in Israel, VOXIA is a [Bicom Systems Certified Partner](#). They have been growing by leaps and bounds thanks to their flexibility and willingness to work with different sectors, industries, and markets. They set an excellent example for others in the telecommunications sphere looking to expand and grow.

Challenge

While retail customers have never been a primary focus for VOXIA, they have recently had success with some large customers in the sector.

For example, one of the largest and fastest growing retail companies in Israel is working with VOXIA to implement a 200-300 extension system in all of their branches and offices. After just 10-15 years in the country, the company has already opened nearly 50 large branches.

Executive Summary

- **VOXIA** is having success in a new sector working with large customers
- **Pipedrive** became the new integration with our leading PBXware MT system
- **Bicom Systems** is thrilled to be working with VOXIA and have them as a certified Partner

“Almost every week we have a customer that needs Pipedrive CRM integration, so it is great to have this.”

**Ronen Levy,
VOXIA**

Results

VOXIA first installed a system in a branch office in Jerusalem. After a successful installation and service, they expanded the system to the head office in Caesarea. They liked the system so much and recently decided to implement it in all branches across the country and also start implementing data networking solutions, VOXIA only began offering networking solutions about five years ago, so this project is a “big achievement” according to Ronen Levy of VOXIA. He says the project “was easy to do with PBXware [Multi-Tenant](#)”.

Another retail customer bringing in impressive growth is a parking system manufacturer. The initial project started a few years back with 50 extensions based on PBXware and then expanded to 70 more extensions in their American branches. Today, they have started implementing a system for the parking equipment for which they can expect thousands of extensions. Once again, VOXIA’s willingness to work with customers in a sector they do not usually prioritize is paying off in a big way.

VOXIA has also opened its horizons to partner with a few Pipedrive CRM installers. About three years ago they signed a first customer that needed a PBX which integrates with Pipedrive CRM installed for only three extensions. It was something new, but they were willing to try. The project was a success using Bicom Systems integration. Now, more and more Pipedrive CRM customers are appearing. “Almost every week we have a customer that needs Pipedrive CRM integration, so it is great to have this” says Ronen.

Outcome

Looking forward, VOXIA is growing in the contact center industry as well with more and more [PBXware](#) [Contact Center](#) sales. They will continue pursuing customers in all industries and fields as an innovative, flexible way to grow.

Bicom Systems is thrilled to be working with VOXIA and excited to have them on board as a Certified Partner.

VOXIA

is a communications solutions provider, specializing in network and communications solutions for business customers.

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Bicom Systems

is an innovative Unified Comms provider with all of the pieces to start and grow a telephony company, from a virtualization platform to Multi-Tenant PBX to UCaaS apps.

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