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GLOBAL TELECOM EXCHANGE CASE STUDY

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GLOBAL TELECOM EXCHANGE

Global Telecom Exchange, a key player in the telecommunications industry across the US and Canada, with operations in Miami and NYC, has been providing tailor-made phone systems for nearly a decade.

Their success is attributed to their technological aptitude and unwavering commitment to growing their business.

STARTING AS AN END USER

Not only a world class VoIP phone provider, Global Telecom Exchange also specializes in insurance and financial service telephony.

Partnering with salesforce.com, Zoho, and many other CRM solution providers, they support customer needs as well as insurance companies they have their own investments in.

This versatility gives them a unique advantage as a consumer of telecommunications services. Having clear vision on both sides of the equation helps them to thrive in offering a solution to other end users.

With the owner of Global Telecom Exchange invested in an insurance company over 20 years ago, they found themselves going through phone company after phone company, faced with a series of challenges including support, pricing, and service itself.

They knew they needed a superior solution. Driven by a go-getter spirit and a tech-savvy mindset, the company owner asked "can I do this myself?" And so they dove into the telecom industry.

FINDING A BETTER SOLUTION

During the quest into telecommunications platforms and features, the Global Telecom Exchange team attended an industry trade show.

They wound up at the Bicom Systems booth and, in the words of Lena Vasquez, Senior Vice President of Operations, "never looked back".

The first step was adopting Bicom Systems' PBXware, an innovative and secure PBX solution that is engineered to elevate team collaboration and customer experiences.

Supporting a range of features, including call routing, voicemail, call recording, conference calling, CRM integration, and more, PBXware was just what Global Telecom Exchange needed.

The decision to partner with Bicom Systems enabled them to become more hands-on with the communications solution needed to support their insurance company.

This collaboration proved a success, empowering them to take their solution to market and claim a niche in the telecommunications industry.





SUPPORT AND FEATURES FOR SUCCESS

A key factor in their success has been the comprehensive support provided by Bicom Systems, including not only an Account Manager, but also a dedicated Partner Success Manager, José Ferreras, plus traditional support.

Your team has been wonderful,” says Lena. “Support is always extremely helpful and having Jose as our success manager has made a significant impact, in a positive way.”

What is their favorite feature of PBXware? SMS! The ability to say "yes" when asked if they offer SMS integration has enabled them to close quite a few new deals. Overall, they find that their end users most like the ease-of-use of the solution and system.

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CONTINUING GROWTH

Despite the temporary slowdown in business due to the global pandemic, Global Telecom Exchange has accelerated its growth since then. In the past six months alone, they have secured 10-15 new customers. And even more important than the quantity, they prioritize building strong partnerships and ensuring customer satisfaction with a complete solution to maintain their position as the preferred vendor.

Looking forward, Global Telecom Exchange is excited about incorporating omnichannel and the array of new features they will be able to offer their customers. They continuously receive new feature requests - SMS, detailed reporting, and more. Bicom Systems products allow them to say "yes" to these features and swiftly roll out new technologies as they emerge.



For example, they recently transitioned a customer from PBXware Multi-Tenant to Contact Center to provide the broader feature-set they desire.

A primary goal for the future is to maintain close communication with Bicom Systems so they can harness the power of new technologies and features as soon as they emerge.

This is often the "make it or break it" point of a deal. In conclusion, Lena says "everyone at Bicom has played a big part in our growth journey and for that we are thankful".

We are thrilled to hear it and anticipate ongoing collaboration with Global Telecom Exchange to pursue continuing growth.

GLOBAL TELECOM EXCHANGE

Global Telecom Exchange is a world class VoIP phone provider, offering tailor-made solutions across the US and Canada, with operations in Miami and NYC, specializing in insurance and financial service telephony.

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is an innovative Unified Comms software manufacturer 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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