Finance

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3CX Helps Baker Tilly Make Communications More Flexible and Mobile

As Baker Tilly Azerbaijan became a preeminent leader in the industry within the country, its old phone system could no longer provide the company’s employees with the robust set of features it needed to address customer needs in real-time. After learning about the incredible mobility and productivity gains that 3CX could offer, the company said goodbye to their old Cisco®* system and never looked back!

The Challenge

As the business began to expand, it became clear that the organization needed a more flexible PBX that would increase its productivity and mobility. At the same time they were looking for both flexibility and simplicity in the management of their communications. In addition, they wanted to simplify the maintenance of their system.

After spending years with a Cisco® phone system, Samir Valiyev, Baker Tilly’s Managing Partner, decided first to look at a new Cisco® phone system. However, Mr. Valiyev found that nothing could match the mobility and productivity that could be gained with 3CX.

3CX Offers a Solution

As a leading provider of financial services and analysis in Azerbaijan, Valiyev recognized that any downtime suffered during a new installation could have devastating results for clients. This was yet another reason why 3CX made sense for him.

With 3CX, installation and deployment of Baker Tilly Azerbaijan’s new phone system took only a few hours, during which no downtime was incurred. Because 3CX software runs on most popular operating systems, there was also no need to expend additional time or resources for training.

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“Previously, we were very limited on our mobility, and thus, our productivity. We also needed to bring flexibility and simplicity to day-to-day issues involving the management of our communications. 3CX is an excellent and very flexible PBX solution.”

Samir Valiyev, Managing Partner, Baker Tilly Azerbaijan

The Results

Upon deploying 3CX, the results were quickly noticeable. Valiyev noted that employees picked up the new system with ease, leading to immediate improvements in terms of staff mobility and productivity. Upon successfully installing and deploying Baker Tilly’s new system, 3CX partner iTech took control of the company’s 50 Cisco® phones, eight lines and Yeastar VoIP gateway. By offloading management, Valiyev has been able to reallocate resources away from time-consuming maintenance, allowing for larger organizational goals to be met.v

The Customer

Baker Tilly International, based in London, UK, is a worldwide network of independent firms providing audit and consulting services to clients in the business world. Baker Tilly Azerbaijan is one member group based in Baku, Azerbaijan with approximately 50 employees.

How Rigensis Bank Stays Ahead with 3CX Phone System

At Rigensis Bank customers play a vital role in everything they do. Their needs and satisfactions are the bank’s utmost priority. In recognising their need to have happy and loyal customers, Rigensis Bank sought to find a PBX that would enable them to offer their customers a level of service that would be both their differentiator, as well as their competitive advantage.

The Challenge

Rigensis Bank needed to find a phone system that would satisfy their need to keep their customers happy. At the same time the phone system needed to be modern, flexible, fully integratable with their business processes, cost effective, and easily administered internally. Rigensis also needed a phone system that would have advanced call centre features, allowing them to identify the customer automatically, thus improving customer service, as well as making call handling more efficient.

They initially looked at a basic telecommunication service, where they would lease the PBX on an annual basis. However, this solution did not satisfy the bank’s needs for a modern and flexible telephone system as it neither integrated with their business processes, nor was it easy to maintain.

They also looked at some other phone systems; Cisco Call Manager®*, Avaya®* and Asterisk®* but were not satisfied with what they had to offer either.

3CX Offers a Solution

Cisco Call Manager® is too proprietary and expensive for what it offered. Asterisk® is Linux based making it difficult for Rigensis to maintain and manage as its existing infrastructure is based on Windows and it would require Linux training. Avaya® proved to be too expensive.

Light at the end of the tunnel started appearing when Rigensis Bank received an offer from 3CX Partner Velkoms SIA. The offer ticked all the right boxes. Not only could it be deployed on Windows, it also provided superior support. What's more, 3CX came in at a fraction of the price of the other solutions, and included the all-important call center features they needed without any add-ons.

Best of all, 3CX could be installed quickly and easily without any downtime or disruption. Rigensis staff could pick up the interface in no time at all, with no additional training.

The installation included 45 IP Phones and a 30 line SIP trunk. 3CX Phone System was installed on a 4GB+ HDD, Windows 2008 r2 Server. The deployment was seamless, finished in record time, and didn't affect the day-to-day operations of the Bank. The Bank was amazed by how easy it was to deploy and couldn't wait to start using 3CX Phone System.

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"3CX Phone System is a reliable, flexible, and cost-effective communication solution for the Bank. It has all the necessary features for day-to-day operations and offers a friendly, easy-to-use environment for our staff. Simple maintenance by our own IT team is another great advantage of the system, further complemented by responsive and competent support from the local 3CX Partner."

Evgeny Zascherinsky, Head of IT Infrastructure, Rigensis Bank

The Results

3CX Phone System has performed formidably since its installation, easily handling the Bank's 10,000+ outgoing and incoming monthly calls. It has proven to be extremely easy to use and manage for a variety of reasons. Firstly, because it is Windows-based, secondly, because the Bank has competent staff to maintain Microsoft software, and finally because end-users have sufficient Windows experience. The system parameters are easily accessible and understandable, the system behaviour is stable and expectable when configuring the features.

Rigensis Bank also uses 3CXPhone for Windows which has significantly increased staff productivity. Staff members can see the presence of their colleagues and know whether they are available or not as well as easily set up conference calls and manage their voicemail. They can easily transfer and hold calls from their desktop, and personal and company phonebooks are integrated, saving time when searching for a contact.

With 3CX Phone System's call recognition, agents save time asking customer's numerous questions before being able to help them. As a result, customers are happy as they don't have to keep stating who they are and what services they use the Bank for; agents can easily find all the required details before even answering the call.

The Customer



Rigensis Bank is a leading private and business bank based in Riga, Latvia. Latvia is becoming a force to be reckoned with within the financial industry, in fact the city of Riga has long been a trading centre from as far back as the 12th century, the Livonian Chronicle of Henry refers to it as portus antiquus (ancient port). Following the Latvian tradition of international trade Rigensis bank has one main goal – to cooperate and promote prosperity for individuals and companies by helping their customers fulfill their need for high-quality financial services.