

3CX Steps Up to Transform Ariase Group's Telecommunications

Despite the significant role that Ariase Group plays in the daily lives of so many French citizens, an internal audit revealed that the company's own communications systems were not customized to meet their unique needs. With the high cost of maintenance and lack of features, Ariase Group knew that they were in need of a more modern solution. With concerns about downtime being a deciding factor, the company decided that 3CX would be the right choice, and proceeded with a pain-free deployment.

The Challenge

With a workforce of 75 people spread across over 20 locations, Ariase Group found its previous system to be too fragmented for optimal communications. After first switching from AASTRA to an Asterisk®-based phone system, Ariase Group's Director of Call Center and Infrastructure, Damien Geffray, realized their needs were still not being met.

With an Asterisk® phone system in place, Ariase Group was spending over \$1,200 in an average month for maintenance. Out-of-service devices had to be replaced with costly brand models. And given the cost, Geffray could no longer justify the lack of Unified Communications (UC) features and technical constraints of the system.

3CX Offers a Solution

After briefly considering solutions from TelServer and Avencall, Geffray realized that 3CX was the clear favorite. By the nature of their work, Ariase Group cannot afford any downtime. With four call centers servicing customers 24/7, downtime would have had dire consequences for both Ariase Group and its customers.

Fortunately, 3CX is designed for simple integration. In this case, installation and deployment took just a few hours, during which Ariase Group suffered no downtime. Additionally, because 3CX software runs on standard operating systems, using the new system required no additional

employee training.

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“The telephone system is very simple, user-friendly, secure, and available on any of the old and new generation equipment and hardware. 3CX, although less efficient in terms of Call Center features than TelServer, was chosen for the global features provided, and the unbeatable price-performance. We are delighted with the integration of the 3CX solution, which since its installation with Ariase Group has been very effective on our multi-site activities and internationally.”

Damien Geffray, Director of Call Center and Infrastructure, Ariase Group

The Results

After installation, 3CX took control of Ariase Group’s 50 Snom deskphones, three conference phones, 30 softphones and ten 3CX phones for mobile users. Geffray notes that the results were recognizable immediately. The Company has seen a significant number of benefits including a productivity increase of 15 percent in call center agents, boosted collaboration with video conferencing and screen sharing, as well as the possibility to offer telework, all while greatly reducing maintenance costs.

The Customer

Headquartered in Chantepie, France, Ariase Group is one of the nation’s leaders in digital network mapping, Internet eligibility testing, mobile package comparators and boxes, and more. As such, the organization plays a pivotal role in providing the highest quality connectivity to businesses and consumers.

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