Malaysian Supply Chain Company Embraces Cloud Communications with Yeastar

Switched from Panasonic   Call Center

Let's swap ™   Swap Asia

HQ:
Malaysia

Employee:
500+

Branch:
6

Product:
P-Series Cloud Edition

■ Background

Swap Aisa is the region's leader in value-added services, focusing on creating value in the end-to-end device lifecycles for carriers and manufacturers. It strives to assist partners in deepening their relationship with every customer's life using data-driven products and platforms.

■ Challenges

Swap Asia was using an old **Panasonic PBX** that could only handle normal call operations and couldn't support call center or automate back-office tasks. **Call center reports had to be done manually**, which was time-consuming.

Additionally, **the dependence on an on-premise PBX** and analog lines created challenges in providing excellent support to their customers.

Solution

Swap Asia wanted to **ditch their on-premise system** and migrate to a cloud-based solution that would remove all the restrictions. They were also looking for an integrated call center solution to improve efficiency.

In the end, Swap Asia made the decision to go with **Yeastar P-Series Cloud Edition** as it perfectly met their requirements. They were impressed by its reliability and strong interoperability with various SIP endpoints.
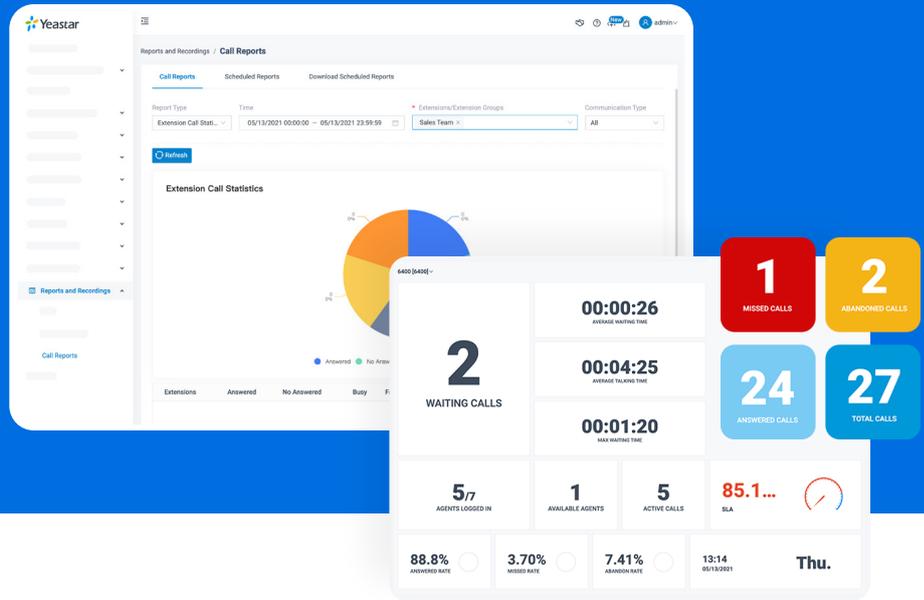
Feature Highlights

- Wallboard
- Call Reports
- Linkus UC Clients

Results and Benefits

More informed decision-making

Wallboard, **Queue Panel**, and various auto-generated **call reports** have brought enormous benefits to Swap Asia. They help minimize human errors and enable an informed decision-making process.

Simplified system management

With Yeastar, Swap Asia can easily establish call queues and assign dedicated agents to manage their call center operations. Normal extensions for daily operations and call center queues can **co-exist within a single platform**, simplifying the overall system management.

One stone, multiple birds

Swap Asia's transition to the Yeastar Cloud solution **yields many positive results**, such as uninterrupted business operations, enhanced transparency of data and reports, and effortless scalability to accommodate future branch expansions.