

# Optivoice

## The story of the first step into Romania's cloud communications market



Optivoice, based in Sibiu, Romania is a managed service provider of hosted PBX, SIP, VoIP services and IP phone terminals, owned by Mr. Razvan Radu, an experienced professional in telecommunications. Having worked for more than 15 years in telecom, Mr. Radu wanted to start a cloud communications business for SOHO and SMBs that need help to move from traditional telephony to VoIP. However, Romania is a virgin market to both VoIP and cloud. Very few entrepreneurs are aware of these technologies as none of the big, traditional players on the telecom market has educated the consumers on the benefits of cloud communications.

In the beginning, Mr. Radu started Optivoice as a playing ground. And VoipNow proved to be the ideal solution for his incipient business.

The entrepreneur tested several software platforms and in the end decided to go with VoipNow for three reasons:

- an **unique pay-as-you-grow licensing** system coupled with **no upfront costs** - VoipNow allowed him to pay only for active customers thus cash flow was protected.
- a very **versatile product** - offering an easy and global solution for all types of usage situations, thus allowing Optivoice to target more customer segments.
- an **incredibly passionate Professional Service team**, that provides fast support in all the stages of the system set-up.

An SMB that fell literally in love with Optivoice's cloud communications offering is Mamica.ro, a Romanian online shopping portal dedicated to mothers and their kids. Mamica.ro needed a business phone system that would enable superb customer service since all online businesses depend heavily on the quality, speed and consideration of their service. Prior to VoipNow, they used a simple mobile phone number from a traditional carrier for all customer communication. It didn't even come close to what Mamica.ro needed in order to support sales. This SMB wanted advanced features like the IVR, queues and integration with their other software systems. The solution from Optivoice was immediately attractive to Mamica.ro's owner due to its ease of use and multitude of features. The implementation process was very smooth, being supported by Optivoice's professional services team. They handled everything from set-up, integration and all the way to employee training.

This is just one of the happy stories of cloud communications beginning to take shape in Romania. And VoipNow is the platform that fuels this change, both at service provider and organization level. [Read the full story of Mamica.ro's VoipNow implementation.](#)

"Before deciding to work with VoipNow we tested several platforms. Now we are glad we made this choice because, besides the complexity of the services offered and the ease of use, we have a complete and fast support. The 4PSA team was open to all our inquiries for the entire set-up process. Moreover, we have a common purpose – to develop cloud communications in Romania."

*Razvan Radu – CEO, Optivoice*

### VoipNow Features Used

- IVR
- Smart queues with time intervals
- Conferences
- Call Now
- Reporting and statistics
- Hosted/Cloud PBX

### Why VoipNow

- Pay-as-you-grow licensing plan
- Global, scalable, easy to use solution
- No upfront costs
- Easy configuration and customization
- Prompt and efficient customer service
- Control over business flows

*VoipNow is a cloud communications platform that enables service providers and organizations to benefit from hosted enterprise telephony, video, presence, instant messaging, conferencing, contact center tools, and mobility. The multi-awarded platform is a blazing fast go-to-market solution, due to its rapid set-up and easy deployment, integrated charging and billing engine, and competitive pricing plan. For more information on VoipNow please contact: [sales@4psa.com](mailto:sales@4psa.com).*