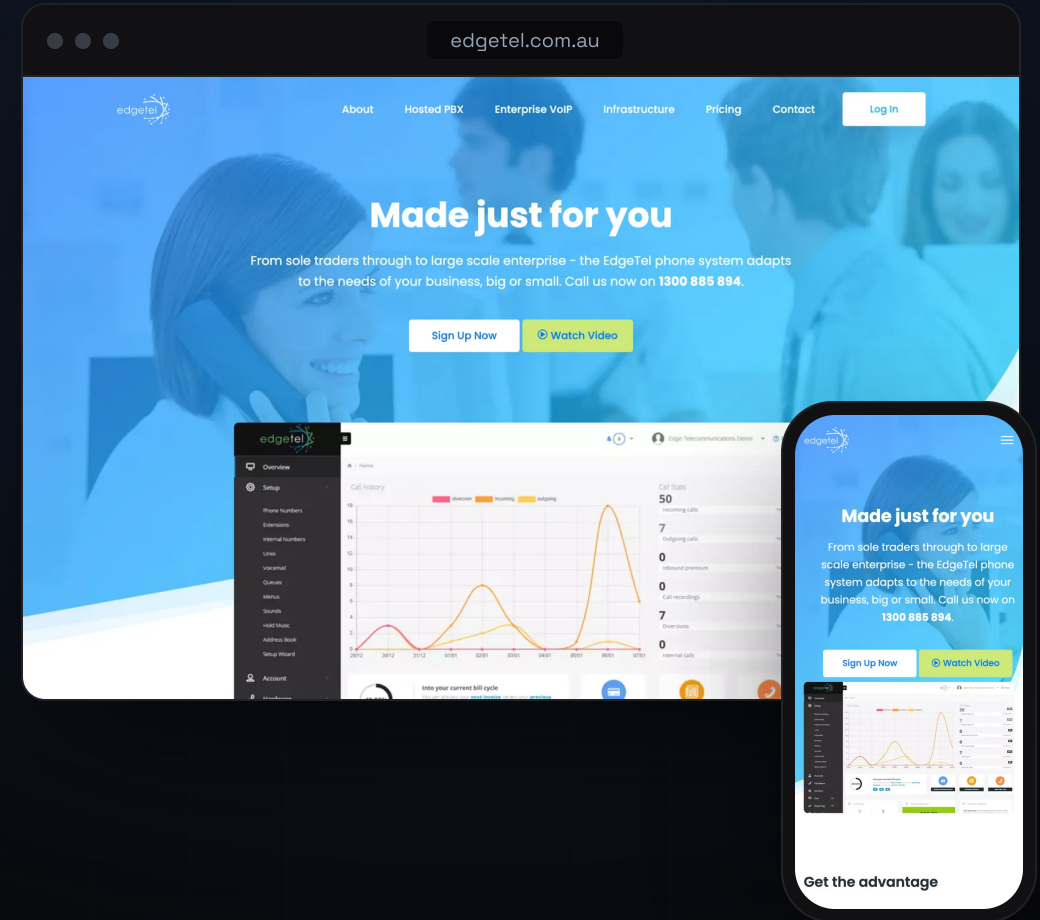


EdgeTel · Cloud telephony

A full phone system, minus the phone room.

A hosted PBX and self-service portal for Australian businesses, from sole traders to multi-site enterprises. Numbers, IVR menus, call routing, SMS and softphones are managed in a browser, and real-time call analytics sit on the dashboard.



The challenge

THE CLIENT

Edge Telecommunications is an Australian VoIP provider offering hosted PBX, enterprise voice and infrastructure services to businesses of every size.

SECTOR

Telecommunications

MARKET

Australia & New Zealand

CUSTOMERS

Sole traders to enterprise

Every change needed a support ticket

Adding a user, changing hold music or rerouting after hours meant calling support and waiting.

Call quality issues were hard to diagnose

Without live metrics, jitter and dropped calls were reported by angry customers rather than caught by monitoring.

Hybrid work broke old setups

Staff needed their office line on a laptop or mobile at home, across a mix of SIP handsets and softphones.

Onboarding took too long

Porting numbers and provisioning hardware was a manual, back-and-forth process that slowed sales.

A phone system customers can run themselves



Self-service call flows

Drag-and-drop IVR menus, ring groups, business hours and failover rules, live the moment they are saved.



Real-time call analytics

Live call volume, queue status and quality metrics so problems are spotted before customers notice.



Softphones and SIP hardware

Office lines on PC, Mac, iOS and Android, plus pre-configured handsets ordered straight from the portal.



SMS and voicemail-to-email

Two-way SMS with a full API, and voicemail delivered to email with caller ID attached.

From sign-up to first call

Provisioning that used to take days now runs in a few steps.

01

Choose a plan

Numbers picked from AU/NZ, freecall or international ranges online.

02

Configure

Users, extensions and call flows set up in the browser.

03

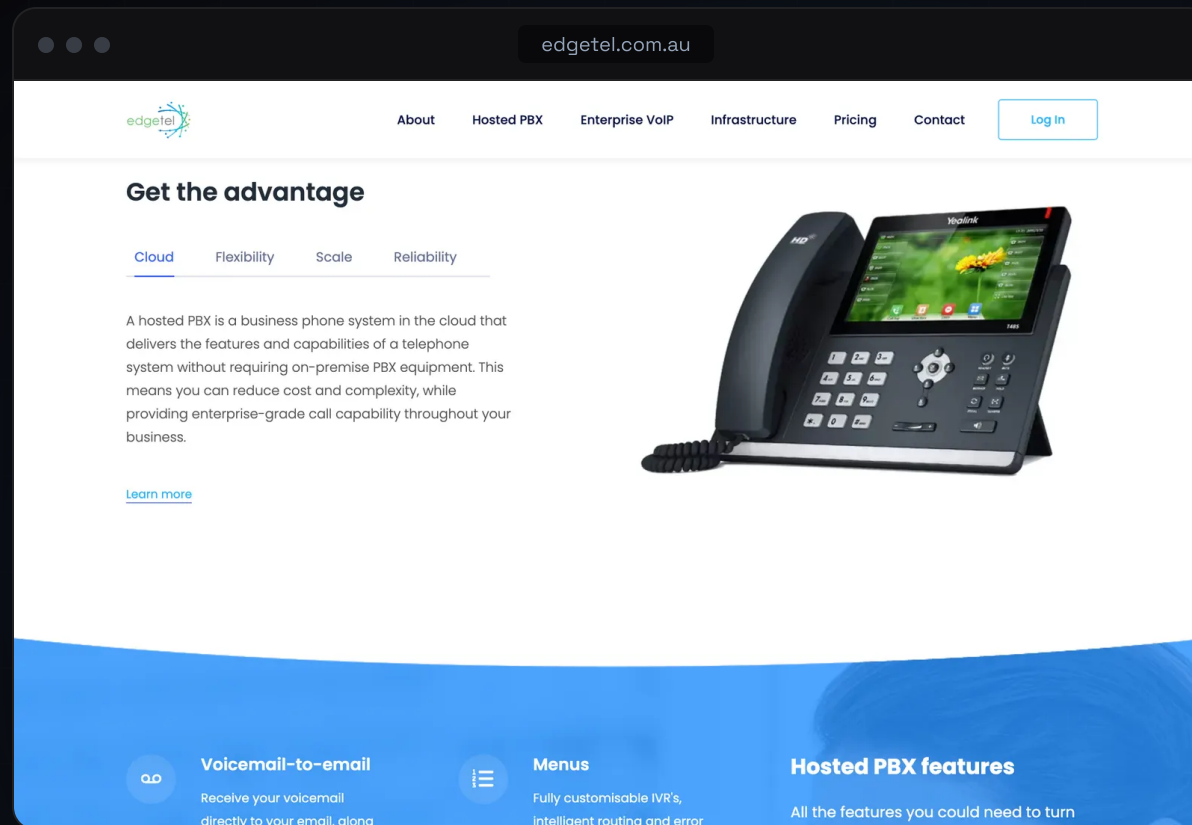
Connect devices

Auto-provisioned SIP phones or softphones register instantly.

04

Monitor

Calls, queues and quality tracked live from the dashboard.



What changed after launch

SUPPORT TICKETS

-55%

fewer change requests after self-service launched

ONBOARDING

Same day

from sign-up to live calls for most businesses

UPTIME

99.99%

platform availability across the network

REMOTE STAFF

4X

more softphone users after hybrid features shipped

Figures reflect operational data in the first year after the new platform went live.

BEFORE

Customers raised tickets for every small change, call quality problems surfaced as complaints and onboarding dragged on for days.

AFTER

Businesses manage their own phone system in a browser, calls follow staff anywhere and the team sees quality issues in real time.

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