



Solution

- Avaya IP Office
- Avaya Voicemail Pro

Why Avaya?

“Our goal was to harness technology to improve our productivity and increase our competitive advantage. We looked at several systems, but everything other than Avaya seemed cumbersome, difficult to use, and difficult to manage. Our Avaya Connect partner Tekcetera did a great job getting us up and running quickly. Since then we have activated many of the functions within our system to great advantage.”

— Chris Telles, Owner,
Telles Realty Corporation (TRC)

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Customer: Telles Realty Corporation (TRC) **Industry:** Real Estate
Location: Commerce, California **Number of Employees:** 8

Telles Realty Corporation is a full-service commercial real estate company founded in 1999. The firm specializes in sales, leasing, and investment transactions in the Southern California marketplace.

Challenge

TRC needed a flexible and reliable small business telephone system that would help the company to improve its productivity. The management team wanted to offer their agents a “virtual office” scenario whereby they could work in the office, at home, or on the road. They also wanted a system that could easily downsize or grow with the firm, adjusting to the hills and valleys of the real estate business.

Results

- **Ease of management:** TRC has been able to integrate their database with the phone system, develop outgoing marketing campaign strategies, deliver broadcast messages, and introduce other applications using only their in-house resources.
- **Increased productivity:** According to owner Chris Telles, *“Speed is essential in outgoing marketing campaigns. Agents save precious time by being able to move directly from one call to the next, using the automated dialing function that we have built into our system. This is just one of the many ways we have harnessed technology to increase our productivity.”*
- **Scalability and flexibility:** The firm has found it quick and inexpensive to add or subtract agents, both in-office and on a teleworker basis, in response to the ebb and flow of the real estate marketplace. They also appreciate the fact that their phone system has “almost unlimited features,” as well as an open architecture that allows for the integration of almost any application they may wish to deploy.
- **Mobility and the virtual office:** With Mobile Twinning, staff can receive calls at both their office phones and cell phones. This enables them to handle calls remotely without giving out personal cell phone numbers. IP phones can be installed for home offices and branches, extending full system functionality outside of the main office location for anywhere/anytime access.
- **Competitive hiring:** Telles commented, *“When the market is brisk, being able to offer agents the opportunity to work from home can be a strong competitive hiring advantage, enabling us to compete effectively with the larger companies in our business for prime talent.”*
- **Competitive customer service:** Telles feels that his phone system provides a competitive advantage, since many of his competitors do not offer the outstanding communications features and connectivity that his firm is achieving with Avaya IP Office.

“ Avaya IP Office has proven to be an excellent choice for our business. It is reliable, flexible, and easy to manage. The various applications provide us with a wide range of advanced features that we can use creatively to increase our productivity—and the mobility and work-at-home options have been great. ”

— Chris Telles, Owner, Telles Realty Corporation (TRC)