



## CUSTOMER SUCCESS STORY

### Re-Invent Telecom Increases ARPU with OrecX Call Recording Software



Founded in 1997, Saddleback Communications provides residential and business customers with reliable local telephone service, high-speed Internet access, and custom business solutions. Through its subsidiary Re-Invent Telecom, the company also provides hosted voice-over-IP and cloud-based IP PBX services through select resellers throughout the US.

#### Challenge

The company was looking for an affordable, easy to use, feature-rich call recording solution that it could turn on for customers. The company first invested in a call recording solution from another recording vendor, and that product turned out to be a nightmare, according to Ray Napoletano, Business Development Manager. "We spent a whole lot of money on that solution and it didn't meet the reliability and quality standards we require for our services. We were very unhappy."

#### Solution

The company came across OrecX and really liked what it saw. "OrecX works well, it's rock solid and the feature set is phenomenal! We also love the silent monitor feature, which is really an ACD capability, but OrecX has it built in."

"The OrecX model with the low upfront cost enables us to keep adding licenses as we grow. Only a small percentage of our Hosted PBX customers require Call Recording but it's a very important application to those who require it. OrecX enables us to give them a high quality call recording service at an affordable price."

***"The OrecX software is 10 times easier and faster than any other call recording solution we've seen, and it has worked well for us from day one."***

Ray Napoletano, Senior Manager  
Business Development

#### DETAILS:

- **Solution:** OrecX TR (Total Recording)
- **Soft switch:** Metaswitch
- **Customer Type:** Business VoIP Provider

---

"We are huge fans of Metaswitch. They are clearly the best soft switch on the market, and the integration with OrecX works great with MetaSwitch."

## Success

"OrecX has given us a competitive differentiator in the hosted VoIP market. We can offer high quality, feature rich call recording to our customers at a price they can afford. It expands our service portfolio and helps us increase average revenue per user (ARPU)."

