



CASE STUDY **DIALING**

Building an Open-source Telesales Platform

Swedish telesales services provider Dialing came to Niteco for the overhaul of its web application that serves its customers worldwide.

THE CHALLENGE

Dialing was looking for a team to take care of all development tasks connected to version 2.0 of its web app, which was to serve its customers around the world that have trusted its tools since the company started developing web-based systems in 2005. The greatest challenge was making the application compatible with customers' business requirements while allowing it to deliver all the desired features.

It would need to allow the management of the telesales operations of customers, enabling easy call tracking, quality control and review. One of Dialing's unique selling points is the maximum utilization of data, which would also have to be ensured as part of the web application.

THE TOOLS

MySQL, MongoDB, Zend, Laravel, PHP, Perl, NodeJS, ElasticSearch, Redis, Memcache

THE SOLUTION

A dedicated team of four Niteco specialists and one project manager took on the task of improving the web application according to the requirements of the client Dialing. Using Zend and Laravel as PHP frameworks and MySQL and MongoDB as the choices for the database, Niteco's team was able to finish the development of version 2.0 of the platform to Dialing's satisfaction.

Niteco's developers integrated search functionality powered by ElasticSearch to make navigating the platform easier and an Asterisk PBX system for making the actual calls themselves, placing the bread and butter of Dialing's clients on an open-source foundation.

Niteco's five-person team remains dedicated to the Dialing project, providing maintenance services and continually developing and adding new features to the successful platform in a long-term partnership.