

Peach Loves Case Study

TELECOMS & B2B

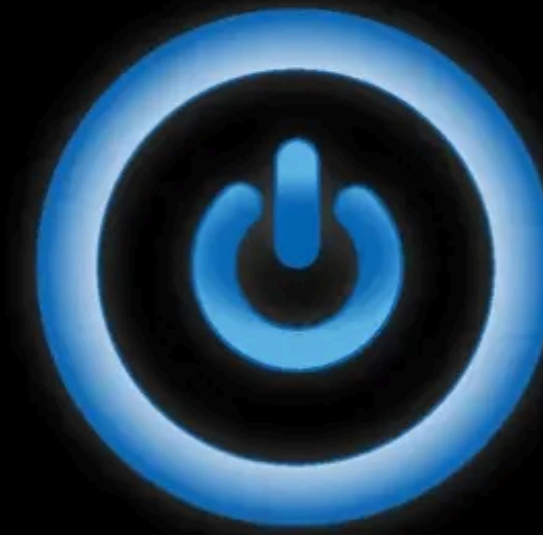
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CLIENT CONTEXT

Fibre Telecoms

Fibre Telecoms is a fast growing UK-based telecoms provider delivering unified communications, PBX, and managed connectivity services to business customers nationwide. As Fibre scaled, leadership identified a strategic requirement to own their operational technology, reduce reliance on third-party platforms, and create differentiated, value-added services for their customers.

Peach Loves Digital was engaged as a long-term technology partner to architect, build, and integrate a suite of bespoke systems that now underpin Fibre's commercial, operational, and compliance workflows.



FIBRE TELECOMS UK

The Challenge

Fibre faced four interrelated challenges:

- Fragmented systems across sales, billing, telecoms, and customer management
- Manual processes increasing cost, error rates, and dependency on individuals
- Limited data visibility across calls, contracts, and customer lifecycle
- A strategic desire to own IP, qualify for R&D tax relief, and build future patentable capability
- The solution required more than a single platform - it required a cohesive digital ecosystem.



CLIENT CONTEXT

Peach Loves Solution

A Fully Integrated, Bespoke Technology Stack

Peach Loves designed and delivered four interconnected systems, each built for a specific business function but architected to operate as a single ecosystem.

SOLUTIONS



System 1 – Bespoke CRM Platform (Core System of Record)

Purpose

To replace off-the-shelf CRM licensing and provide Fibre with a custom operational backbone aligned precisely to their telecoms workflows.

Capabilities

- Centralised customer, contract, and service records
- Sales pipeline and opportunity management
- Installation and provisioning workflows
- Integration layer for billing, telephony, and analytics
- Role-based access for sales, operations, finance, and leadership

Technical Highlights

- Custom-built architecture (not a Salesforce wrapper)
- API-first design for future integrations
- Secure, scalable data model aligned to Fibre’s operating structure

Commercial Impact

- Removed recurring third-party CRM licensing costs
- Improved data quality and operational control
- Created a proprietary platform that Fibre owns outright

System 2 - Digital Quote & Contracting Platform

To automate and standardise Fibre’s sales-to-contract process, reducing sales friction and administrative overhead.

Capabilities

- Digital quotation generation based on live pricing logic
- Automated contract creation from approved templates
- Integrated approval workflows
- Central contract storage linked directly to CRM records
- Audit trail for pricing, approvals, and contract execution

Integration

- Pulls customer and opportunity data from the CRM
- Pushes signed contract data back into the CRM
- Feeds billing and provisioning workflows automatically

Commercial Impact

- Faster sales cycles
- Reduced manual errors in pricing and contracts
- Stronger compliance and auditability

SOLUTIONS



System 3 - Citrix ↔ Telephony Middleware Layer

To bridge Fibre’s Cisco-based operational environment with its telephony systems, enabling data flow, automation, and insight that would otherwise not be possible.

Capabilities

- Secure middleware connecting Cisco environments to PBX platforms
- Call event data capture and normalisation
- Synchronisation of call metadata with internal systems
- Foundation layer for downstream analytics and AI processing

Why Middleware Matters

This layer abstracts complexity away from Fibre’s core systems, allowing:

- Vendor flexibility
- Future system upgrades without re-architecting
- Secure, controlled data movement between environments

System 4 - Call Transcription & Intelligence Platform

To transform raw call recordings into searchable, analysable business intelligence, both for Fibre internally and as a white-label service for customers.

Capabilities

- Automatic call recording ingestion
- AI-powered transcription (Whisper / Google STT)
- Searchable transcripts via a secure web portal
- AI summaries, sentiment analysis, and keyword extraction
- Optional smart redaction for compliance

Integration

- Receives call data via the middleware layer
- Links transcripts to CRM customer records
- Future-ready for CRM, ticketing, and analytics integration

SOLUTIONS 

Qualifying R&D Activity

The Fibre programme qualifies as R&D due to:

- Resolution of technical uncertainty (real-time telecoms data processing, system interoperability)
- Creation of novel middleware architecture
- Development of bespoke AI pipelines for speech, sentiment, and analytics
- Secure handling of regulated telecoms data at scale

Patent Box & IP Strategy

Peach Loves deliberately structured the architecture to support:

- Ownership of core IP by Fibre
- Separation of patentable components (middleware, AI processing logic)
- Future protection of unique telecoms data workflows
- Long-term tax efficiency via Patent Box eligibility

This transforms technology spend into a strategic balance-sheet asset, not a sunk cost.

Business Outcomes

- Reduced operational cost and vendor dependency
- Faster sales and provisioning cycles
- New white-label revenue streams
- Improved compliance and data visibility

Proprietary technology stack with long-term enterprise value

Technology Stack

Backend & APIs

- Node.js and Python microservices
- RESTful APIs with secure authentication
- Event-driven processing for telecoms data

AI & Data Processing

- Speech-to-text: OpenAI Whisper / Google Speech-to-Text
- NLP for summarisation, sentiment, and topic extraction
- Secure, privacy-aware data handling

Infrastructure & Hosting

- Cloud-native architecture (AWS / GCP)
- Encrypted object storage for call recordings and transcripts
- Scalable compute for AI workloads

Data & Storage

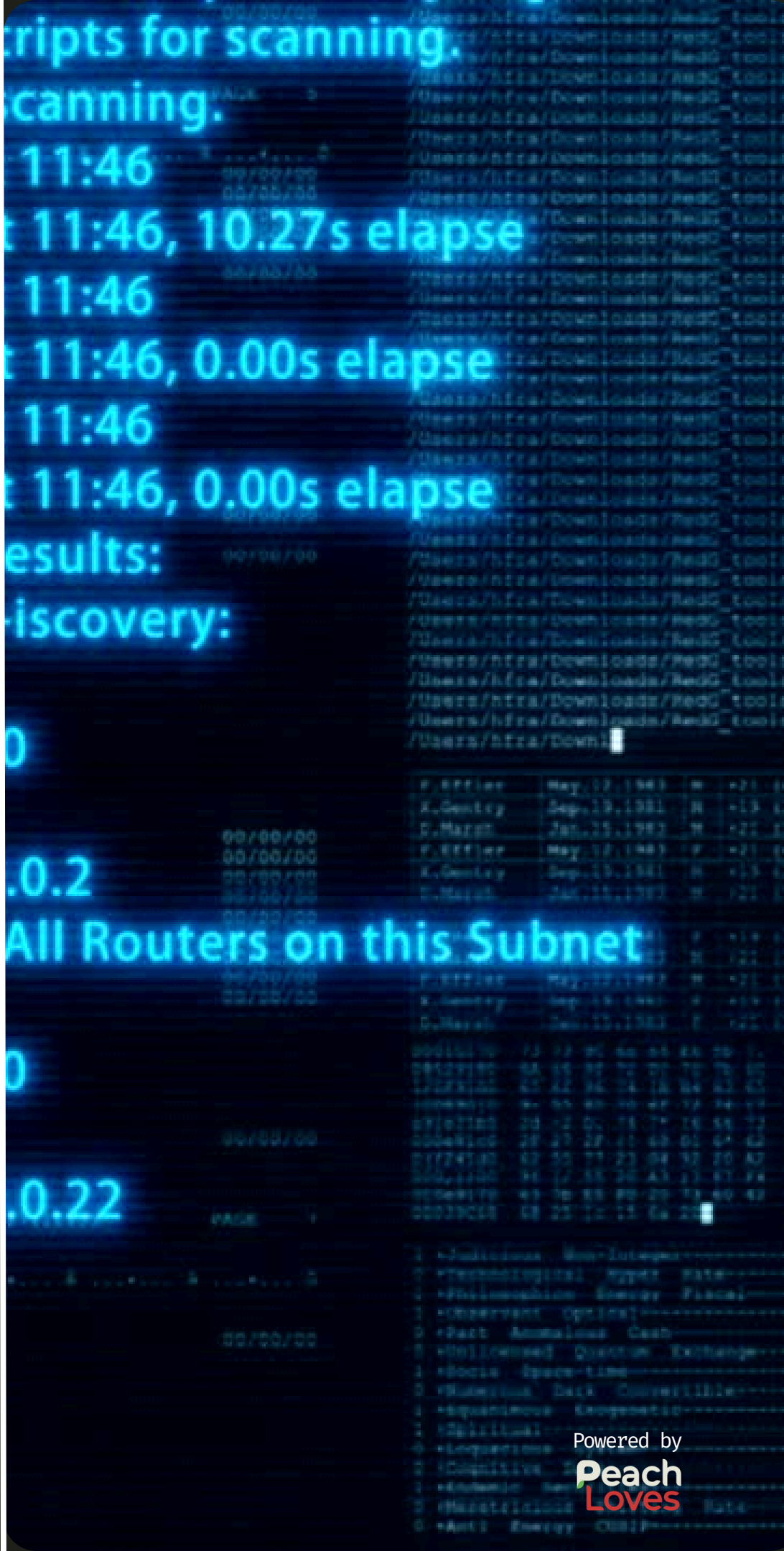
- Structured databases for metadata and operational records
- Secure object storage for audio and transcript files
- Logging and audit trails for compliance and monitoring

Security & Compliance

- Role-based access control
- Secure API authentication and secret management
- Data minimisation and retention policies
- Designed to support regulated telecoms environments

Architectural Principles

- Modular and extensible – systems can evolve independently
- Vendor-agnostic – avoids lock-in to single telecoms or CRM providers
- Ownable IP – Fibre retains ownership of core platforms and logic
- R&D-aligned – architecture supports ongoing innovation and patentable development



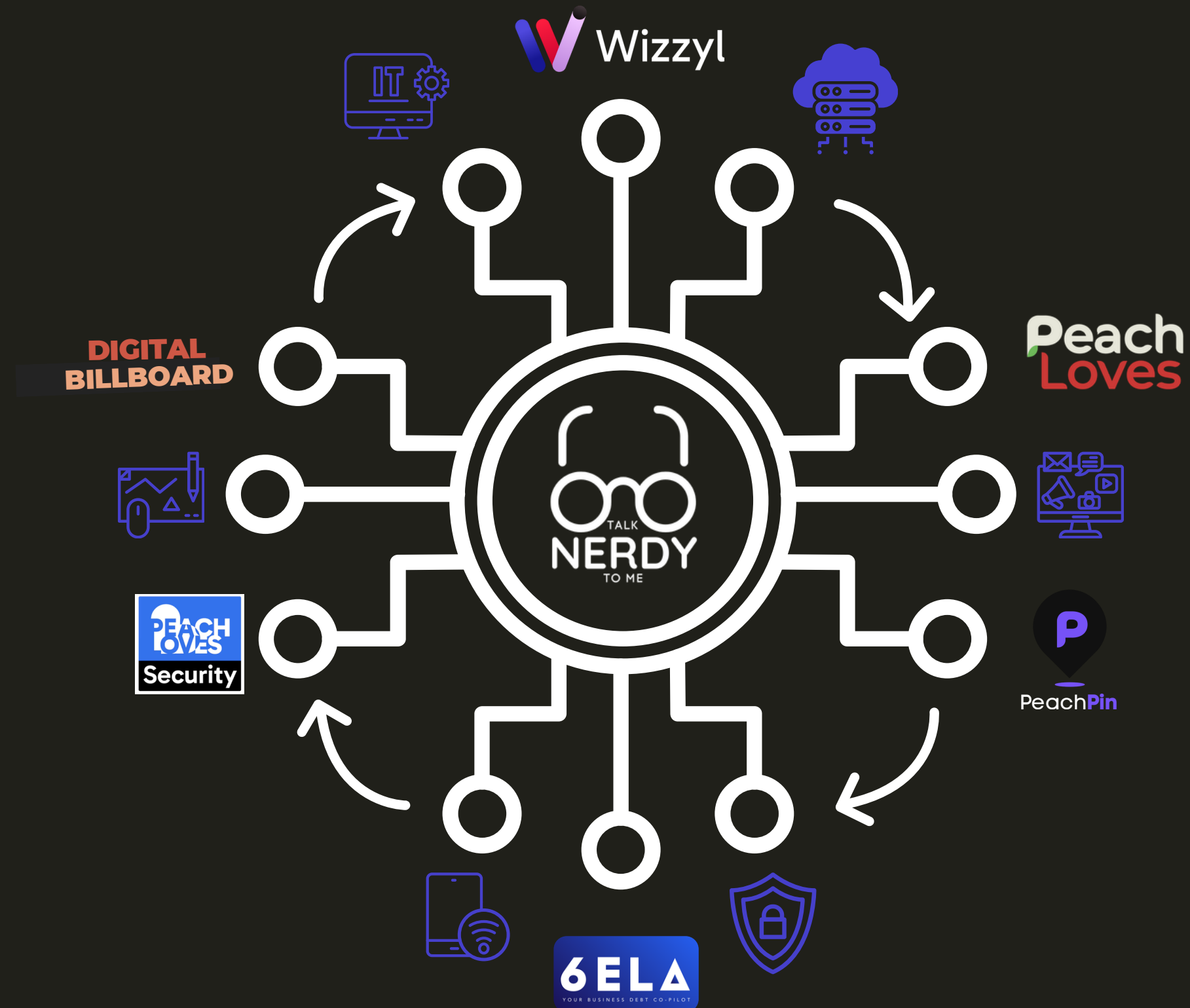
Outcome & Impact

- Replaced fragmented third-party systems with a unified, bespoke technology stack aligned to Fibre's operational workflows
- Reduced ongoing software licensing and manual administrative overhead
- Improved sales efficiency through faster quoting, contracting, and provisioning cycles
- Enabled new, white-label revenue streams via call transcription and intelligence services
- Increased visibility, control, and auditability across customer, contract, and call data
- Created ownable IP and a scalable platform foundation supporting future innovation, R&D claims, and long-term enterprise value



The Flywheel

Talk Nerdy To Me Eco-System



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