



VoIP Implemented by Telemarketing Firms in North and South America

Service Provider Uses Tenor DX To Provide More Effective Communications and Improved Operator Efficiency

The Challenge

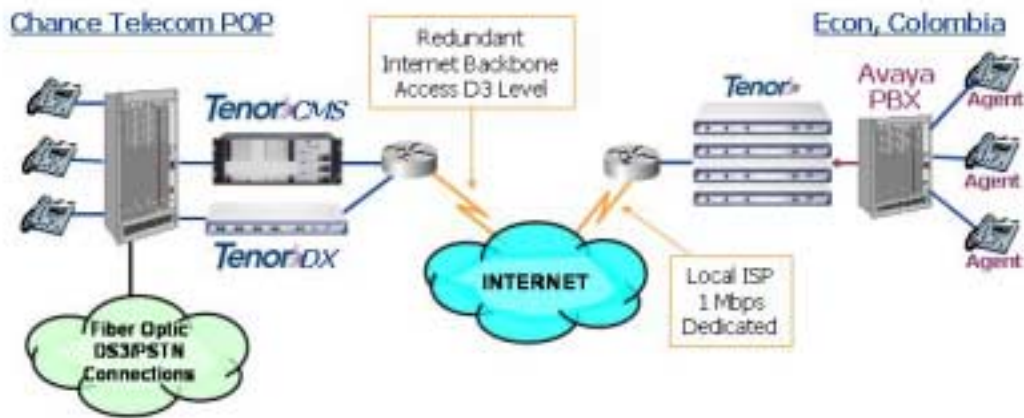
During the year 2003, Chance Telecom was contacted by its affiliate in South America to present a solution for two of the biggest call center operations in the region. Both call centers were facing the same challenge, which was to implement a reliable solution using VoIP to generate calls for telemarketing operations targeting North and South America. The call centers' current infrastructure included an Avaya PBX with local PRI E1 channels connected to the local phone company for their national and international traffic.

After reviewing their PBX's capabilities, Quintum's customer, Chance Telecom, determined that it was feasible to provide the customers with a solution using the Quintum digital series gateways. Since the Internet connectivity is rather expensive in some countries, Chance recommended the Tenor's PacketSaver™ option to more efficiently use the bandwidth contracted by the call centers. In both cases the centers contracted 1Mbps of Internet bandwidth to local Internet Providers (ISPs) with a 1Mbps uplink and 1Mbps downlink, providing a symmetrical connection.

The Solution

Chance Telecom installed and configured multiple Quintum Tenor 30 port digital units to support up to 30 simultaneous calls at each call center location using the digital interface to the customers' PBX. The services are programmed so the Quintum equipment allows the telemarketing operators to dial in the same exact way they had been dialing before, thus avoiding any need for re-training. Also for billing purposes, an account code was added to the dialing string so the customer could subsequently bill their own client's separately, making more efficient the use of their human resources since a single operator could participate in more than one campaign.

The calls come to dedicated Quintum DX and CMS series equipment installed specifically for this application. The flexibility of this equipment allows them to grow in accordance to customer needs at any time.



By working with Chance Telecom in customizing their telecom platform, the customers have been able to develop new revenue streams by also offering other services such as customer support via incoming phone calls for several countries. This essentially allows the customer to use the services for both outgoing and incoming call traffic, and provides for a more efficient use of a single phone operator for sales and service duties.

The Result:

Overall, the telemarketing firms have enhanced account management and more efficient use of operations. Chance's call center customers using this application are currently saving more than 40% over their existing cost of calling via the other phone companies. They are able to charge in increments of 6 seconds instead of 1 minute increment billing which adds another 10% to their savings.

In addition, it has allowed them to create individual account codes to simplify billing across multiple customers, thus increasing their flexibility to target specific campaigns for short durations. They have been able to decrease their work force at non-peak times and improve their communications and workflow. They can also expand easily by simply by enabling additional gateways in their PBX as needed.

Due to the success of these call centers' solution in South America, Chance Telecom is currently working on implementing the same solution using Quintum equipment in Mexico and other countries.

