# voxbone

## CASE STUDY

## SERENOVA INCREASED FLEXIBILITY TO MEET CUSTOMER DEMAND WITH VOXBONE AS A SINGLE SOURCE OF LOCAL NUMBERS

**Serenova, a global cloud contact center provider and pioneer of the 'work from home' contact center, benefited by consolidating its Global Inbound Services numbers' offerings from multiple carriers into a single provider, Voxbone. By doing this, they were able to adapt quickly to meet demand for their customers with speedy provisioning and service readiness.**

## EXECUTIVE SUMMARY

A leading name in the world of cloud contact centers, Serenova services customers across the globe as they provide topquality voice support atop a whole suite of other contact center services. But with such a diverse geographic audience, Serenova had to rely on multiple regional carriers, many of which lacked the facilities for real-time provisioning of local numbers to meet demand on the fly. In choosing Voxbone as the sole provider of DIDs, Serenova was able to leverage a global transport network for quality voice, with coverage spanning over 55 countries, eliminating the need to juggle multiple, often expensive, carriers.

### SETTING THE SCENE

Serenova is a world renowned provider of cloud-based contact centers as a service (CCaaS) which uses the internet to intelligently route work to sales and customer service agents no matter where they are. With innovative technology, they've brought customer service into the digital age and modernized the way contact center agents interact with their customers, whether through voice, email, chat, SMS, social or mobile.

Their secret? Instead of an agent relying on different complicated platforms and applications for different functions, Serenova provides a much more intuitive contact center platform that incorporates everything the agent needs to provide high quality customer service. Serenova utilizes the industry's most massively open API architecture, allowing their customers to integrate Serenova's platform with existing systems to create a bespoke solution for their organization. This creates the ultimate flexibility to meet demand, without compromising on performance, reliability, or security.

The Serenova Contact Center platform enables 24/7, 360-degree, realtime interactions with customers on their channel of choice. Today, Serenova has over 50,000 users globally and have seen over 3 billion interactions handled for a diverse portfolio of clients.

To continue providing such a modern and adaptable service, Serenova needed an inbound number provider that could be as responsive to their needs as they were to those of their customers. That's where Voxbone came in.

Historically, Serenova had worked with multiple service providers in order to extend their reach to different markets. With Voxbone's coverage spanning 60+ countries, there was no need to spend time managing inbound numbers from different carriers.

> **"** *We wanted to simplify the process, aggregating the carriers we worked with into one: Voxbone ticked this box and more!* **"**

Herbert Shades, Serenova Senior Carrier Relations Manager.

Coordinating with multiple providers only added extra complexity when coupled with the slow provision rate for the numbers that they needed. Each provider had a different response time and waiting period before they could distribute new numbers. Serenova would have to guestimate where need would be and pre-bank numbers across different providers in anticipation of demand. This created huge inventories of numbers and therefore costs.

As demand rose for Serenova services, these were resources being wasted.

> *Cutting out the middle-man helped our speed to provisioning and service readiness. Working with one stable provider also improved the speed of problem resolution. These were the two main reasons for our change to Voxbone. It helped too, that our costs went down for both inventory management and purchasing.*

## DIVING INTO THE DETAIL

With Voxbone, Serenova gained access to millions of phone numbers from more than 60 countries and 9,000 cities. These direct inward dialing (DID) numbers can be provisioned and configured in real-time, so Serenova's quality of service was not only maintained, but improved. Voxbone converted all incoming calls from PSTN to VoIP and delivered them directly to Serenova's IP service platforms. Voxbone ensures call delivery in the cloud which allowed Serenova to stay within its area of contact center expertise while benefiting from excellent call quality.

Voxbone's fully-meshed global VoIP network is built to fulfill the high expectations of contact centers with a global customer base. With a convenient web-based administration portal to change number configuration and call routing in real-time and an application programming interface, Serenova was able to customize their solution to meet their needs, giving them full adaptability and support as they continuously meet customer demands and expectations. Voxbone also supports local number portability (LNP) in more than 30 countries, making porting its customers' existing telephone numbers a breeze.

## SUCCESS STORY

Serenova's ability to provide adaptable, modern contact center technology was complemented by Voxbone's equally flexible and responsive service; this gave them the numbers they need, when they need them. They were also able to avail of Voxbone's intuitive web portal that enables real-time number management and the international coverage of its number porting service. "This way," explains Herbert Shades, "if we wanted to run tests of geographic DIDs in different places, Hong Kong for example, we were able to get new numbers in minutes! With other providers, it often took weeks."

Also, as a result of consolidating their carriers, Serenova noted a significant decrease in service affecting issues, with 0 tickets in 12 months.

This low number is a tremendous bonus to any business; less time focused on resolving an issue with a provider and more on providing their own quality service.

## SERENOVA - COMPANY PROFILE

| Category: | Cloud-Based Contact Center |
|---|---|
| Type: | Privately Held |
| Founded: | 1988 |
| Key People | Vasili Triant |
| Website: | www.serenova.com |
| Headquarters: | Austin, Texas, USA |

## ABOUT VOXBONE

We are Voxbone: the market leader in providing virtual local phone numbers (often referred to as DID numbers). Our services make it simple for cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks quickly, globally, and economically. We deliver high-quality DID numbers from more than 60 countries and over 9,000 cities around the world. Our geographic, mobile and toll-free numbers can be ordered in real-time via our web portal or an API. We are the only operator of our kind, with our own number ranges, telecommunications licenses and a global private VoIP backbone. Our happy customers include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, Serenova and Skype. Want to know more? Come and check out our website at www.voxbone.com, read our blog or follow us on LinkedIn, Twitter or Facebook.

## ABOUT SERENOVA

Serenova is building a happier world, one customer experience at a time. The world's most passionate, customer-focused brands empower their workforces, delight customers and improve the bottom line – all with Serenova's always-on, highly secure, true multi-tenant and instantly scalable Contact Center as a Service (CCaaS) platform. Headquartered in Austin, Texas, Serenova has operations in Redwood City, California, Canada, the United Kingdom and New Zealand. Learn more at www.serenova.com.