

Contact Centers

Multilingual technical support and customer care outsourcing in 20 languages for international corporations



Executive Summary

Outsourcing contact center services internationally is becoming increasingly popular. It allows a corporation to focus on its core business and realize substantial savings. 5CA offers technical support and customer care outsourcing to technology companies on a global level. Key differentiators are a centralized contact center location, multilingual agents, and use of the latest communications technology and infrastructure. For the communications piece, 5CA decided to work with Voxbone to gain access to high-quality inbound services from more than 50 countries. VoxDID integrates seamlessly with 5CA's VoIP-based Communications Server Suite. The Voxbone service allows 5CA to set up new customer care numbers on demand and meet the highest expectations for quality of service.

The Challenge

5CA, based in the Netherlands, is an international provider of outsourced customer support services. The company provides services from a 24/7 contact center in Buenos Aires, Argentina. 5CA specializes in customer care for a wide array of products and services, in 20 languages. Its customers are predominantly international technology & gaming corporations from North America, Europe and Asia, serving both consumer and business markets.

During more than 15 years of operation, 5CA's global outreach and staff have grown every year. This continuing success can be attributed to highly skilled and multinational employees working from one location in Buenos Aires. Gathering excellence under one roof gives the company a significant advantage in maximizing operational efficiencies and minimizing costs.

However, the telecommunications infrastructure also is critical. To serve international customers efficiently, 5CA needs to provide local telephone numbers from their home countries on demand. Furthermore, to be competitive, 5CA needs to meet the highest standards of call quality in all countries in which it serves customers.

Managing contracts with different operators in each country was not an option because it would have been excessively time-consuming and costly. Thus, 5CA was looking for a suitable service provider to centralize its inbound communications needs, providing telephone numbers and call capacity from multiple countries and meeting quality needs.

The Solution

Only one company could meet 5CA's requirements. In 2006, 5CA teamed with Voxbone as an early adopter of VoxDID services. Through the relationship, 5CA gained immediate access to Voxbone's growing coverage of

international telephone numbers, which today spans more than 50 countries and 4,000 area codes. All incoming calls on these telephone numbers are converted from PSTN to VoIP in the country of origination and are routed over Voxbone's intercontinental IP backbone to 5CA's contact center in Buenos Aires.

5CA works with a state-of-the-art VoIP-based contact center system that is fully compatible and seamlessly integrated with Voxbone's services. The 5CA Communications Server Suite (CSS) uses an open all-IP communications server architecture built for unified queuing, prioritizing, and routing of all contacts via various methods. The suite is equipped with a detailed monitoring and reporting system, voice recording and an integrated CRM tool.

5CA manages its numbers and call capacity through Voxbone's Web-based administration portal (VoxCOMMAND), which enables rapid ordering and provisioning. Voxbone's flat-fee price structure makes costs transparent and predictable for 5CA and its customers.

Another benefit of working with Voxbone is ability to port in existing telephone numbers from more than 30 countries. This process can be managed end to end through an automated porting tool using VoxCOMMAND. This value-added service allows 5CA to propose prospects to migrate existing support numbers to the 5CA service. As a result, customers do not have to communicate new support numbers to their clientele.

"With Voxbone, we manage our numbers and call capacity in more than 25 countries with just a couple of clicks. The opportunity to port in existing numbers is a major asset."

Rob van Herpen, Sales Director at 5CA

Success Story

Ability to source inbound telephone numbers from one single service provider, with minimal time investment in supplier management, has brought 5CA substantial savings without compromising quality of service. Instant provisioning of numbers and call capacity allows 5CA to set up new service numbers and customer care services rapidly. Today, 5CA uses VoxDID numbers in more than 25 countries.

5CA and Voxbone have been collaborating since 2006 in a very productive way. VoxDID service meets 5CA's needs for reliability, which is crucial for the contact center.

"Our business depends on the quality and availability of voice service. Voxbone has never let us down. The company's support and flexibility have been outstanding, and we look forward to continuing our relationship in the same spirit."

Abel Rebaudo, General Manager at 5CA

5CA - Company Profile

Category:	Contact Center
Type:	Private
Founded:	1998
Employees:	200
Key People:	CEO: Otto Th. G. van Haaren
Website:	www.5ca.com
Headquarters:	Utrecht, The Netherlands

About Voxbone

Voxbone is the market leader in providing worldwide geographical, toll-free and iNum® telephone numbers, enabling Internet communications services providers, global carriers, national operators and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities around the world.

For more information, visit www.voxbone.com or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

About 5CA

5CA was founded in 1998 by senior members of one of the world's leading imaging devices companies and has been growing steadily, and profitably, ever since. 5CA was set up in order to cope with the challenges that many companies continually deal with when it comes to providing their customers with effective and efficient customer support.

5CA provides worldwide 24/7 technical support and customer care, offering these services in 20 different languages. Using the latest contact center technologies, 5CA strives to offer uniform customer treatment, regardless of the contact media chosen by the customer.



voxbone

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