CCaaS provider gets flawless scalability and exceptional service with Flowroute

Challenges

This global AI-powered customer intelligence and CCaaS platform provider enables businesses—primarily larger companies in the healthcare, insurance, and retail spaces—to reach their customers and prospects. Outreach is a critical function for these organizations, so consistent reliability is non-negotiable. The challenge, however, was that despite assurances about scalability, many of the underlying carriers weren't able to support actual call volumes. As a result, the provider's customers were experiencing quality and connectivity issues. This results in agent downtime, which wastes money and provides motivation to find another contact center provider.

There were a few larger carriers that could support the volumes, but the problem there was a lackluster support experience. Phone service is at the core of the CCaaS offering, but the company wasn't getting the hands-on, personalized attention they wanted. Quite the opposite—they were subject to the whims of large, impersonal corporations.

Solution

The company needed a new voice provider and they had a few requirements in addition to the scalability, reliability, and service must-haves. They wanted robust APIs capabilities, in particular the ability to purchase direct inward dial (DID) numbers, query DID inventory, and see call detail records (CDRs)—all via API. Not only could Flowroute fulfill on these requirements, but aspects of our engine that enable higher

Overview

- **Client:** Global AI-powered customer intelligence and contact center as a service (CCaaS) platform provider

- **Scope:** Needed a primary voice carrier for all outbound call center services

- **Solutions:**
  - ✓ SIP trunking
  - ✓ DID numbers
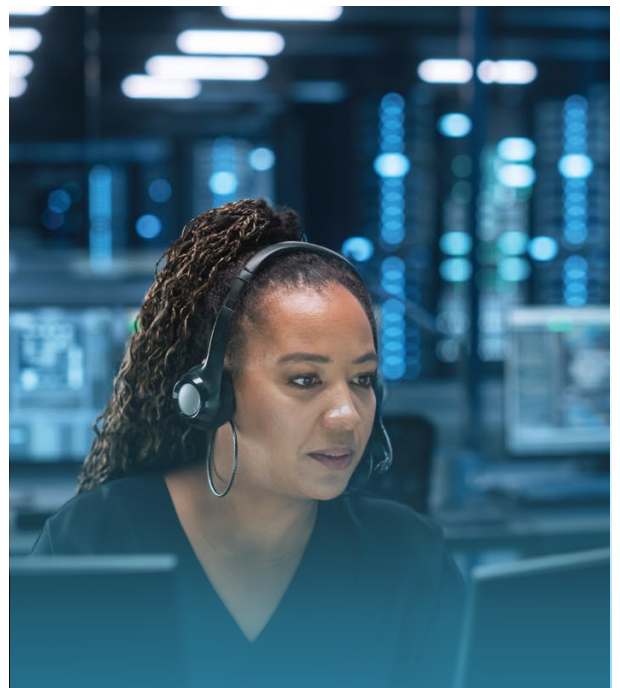
levels of call processing set us apart from the competition. And because Flowroute is easy to set up, they were able to move from initial engagement to full production with Flowroute as the primary carrier in just two months.

✅ Benefits

The company has confidence that Flowroute can keep up with their call volumes, flexing as needed without being held to a specific threshold, and without even having to give us a heads-up. In fact, during their busy Q4 season, call volumes rose 40% above their anticipated high-water mark and we were able to easily ingest that increased level with zero problems.

On the support side, the company had expected be treated the same way other carriers had—with indifference. They were pleasantly surprised by Flowroute's white-glove approach. For starters, Flowroute is one of the only carriers that is willing to bring in software engineers before the contract is signed. And over the long term, the company found not just a vendor but a consultative partner willing to work with them on their strategic initiatives as their requirements and the industry landscape change. For example, when their engineers were running into issues while making changes to sign their own calls with STIR/SHAKEN methodology, we brought in Flowroute engineers to help them troubleshoot. And because reputation management is critical for their customers, we've tapped subject-matter experts on our staff to provide insight and guidance outside of our regular operational support.

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