

eContact services and VoIPstudio

VoIPstudio helps telemarketing and demand generation agency to manage calling costs

Background

eContact Services Ltd is a specialised telemarketing and demand generation agency, based in Lanark, Scotland.

The service focuses exclusively on clients in the telecom and broadcast industries. eContact works on its clients' behalf to discover and explore new business opportunities. The service uses a proven process, in which the phone plays a crucial role, with all campaigns heavily dependent on outbound calling.

Specialist telemarketing and demand generation agency opts for VoIPstudio for reliability, feature set and competitive pricing

Challenge

eContact faced several challenges that made it difficult to manage communications efficiently.

Calling traffic can vary widely throughout the year for the organisation as often campaigns are aligned with key events. This fact alone made it difficult to accurately predict phone bills.

The company targets service providers around the world, so cost-effective international calling was a top priority. It also meant that the communications system should provide a seamless office environment through mobile apps for those occasions when employees work for clients off-site or attend international events.

"VoIPstudio combines great features and reliable service at an affordable price for businesses. We can use the features we want exactly when we need them!"

eContact Services Ltd

Solution

eContact identified VoIPstudio as the optimal solution and migrated to the service in 2019. The company was able to leverage VoIPstudio's pricing model and key features to solve multiple communications challenges at once.

VoIPstudio offers an innovative pricing model that includes high-volume minute bundles to frequently called countries. This price plan perfectly matched the company's operating model, enabling it to predict bills with better accuracy.

The VoIPstudio pricing model enables clients to select the features they need the most without having to pay for each separately. It also allows them to choose between large minute bundles and unlimited calling plans.

Additionally, VoIPstudio delivers Tier 1 service that offers high quality and stability, both of which are essential for eContact's reputation and performance. The company works with some of the largest vendors in the industry, which means reliability is crucial.

Due to its global reputation, eContact personnel often participated in international events and worked off-site for clients. They were able to use VoIPstudio's mobile apps to access their office environment even while roaming outside their home country. Moreover, the company enabled remote working for employees who needed flexible working arrangements. The same features also allow the company to add new users as required without any delay.

Benefits

There are many advantages to using a reliable and flexible communications system such as the one offered by VoIPstudio. eContact Services was able to combine several features to meet specific business requirements at an affordable price point. The VoIPstudio pricing model enables clients to select the features they need the most without having to pay for each separately. It also allows them to choose between large minute bundles and unlimited calling plans. Features like remote working and mobile apps allow businesses the flexibility they need to stay competitive. An organisation can recruit talent from any location and retain crucial employees even as their working arrangements change. The ability to add new users and remove them as needed is vital when traffic fluctuates through the year, due to market or seasonal changes.

Finally, the importance of working with a service provider that listens to its clients cannot be overstated. The development team at VoIPstudio is dedicated to offering the best service for customers. A general survey of customers and demand from eContact specifically led the team to work on Pipedrive integration. This will be delivered as an update in the first half of 2020, allowing off-the-shelf integration without additional work for clients.

eContact Services needed many things from their communications system, including quality and stability to name a few. The true test of any system is in its ability to provide the desired outcomes. VoIPstudio has delivered outstanding results on all fronts, while ensuring effective cost control for the customer.