



# Straker and VoIPstudio

## Translation company achieves truly global communications

### Background

**straker**  
TRANSLATIONS



Straker Translations provides fast, human translation services to clients worldwide. The company has its headquarters in New Zealand, with offices around the globe.

It operates three production centres in Auckland, Barcelona and Denver, USA, where incoming client phone calls are handled and forwarded as necessary to the right teams within the business.

<https://voipstudio.com>

### Challenge

In her role as Chief Production Officer, Merryn Straker oversees the global production systems and teams, making sure every touch point within the company runs smoothly. She says effective telecoms systems have a key role to play, and the company was an early adopter of VoIP systems. However, the company had been using a major US provider for its VoIP needs, but kept running into problems that never got fixed.

“We couldn’t do everything we needed to do,” she says. “For example, we couldn’t actually forward any of our incoming calls to the mobile phones of our sales staff if they weren’t in the US or Canada. So we were unable to direct our own traffic.”

She says the company repeatedly asked for resolutions, but nothing happened. “Forwarding to our sales team just didn’t work,” she says. “We have sales people all over the place, but our head office is in New Zealand. We run all our operations out of there, it’s where our tech team is and other admin functions. That was becoming a major problem for us so we had to go looking to see what alternatives were available.”

“For us, the most important benefit is the ability to redirect calls to mobiles wherever they are in the world. We have dropped our costs by around 29%.”

Merryn Straker,  
Chief Production Officer, Straker Translations

## Solution

Merryn says she ruled out using another provider in the USA. “In the US people often can’t ring us on our mobiles or can’t ring New Zealand numbers. That seems to be how large organisations work there.”

When she learnt about the services on offer from VoIPstudio, she decided to set up a test account and find out for herself if it would be right for her business.

“It was a very marginal cost to set it up and try it out and we didn’t have to commit ourselves to a year or even to six months. What’s more, I could set it up by myself. The documentation was useful and it was all reasonably intuitive. So we created an account specifically to test what would happen when we forwarded numbers to international mobiles. We tried it, and the calls came through. It worked, and that was what I was looking for.”

The company decided to roll out the VoIPstudio service to more than fifty users worldwide. Merryn says: “The nature of VoIP is that you need to get the settings right and get good support. VoIPstudio were exceptionally responsive with any issues we had or things we were asking for.”

The company makes extensive use of the call volumes reporting functionality within VoIPstudio to improve the planning of staff rostering and to better manage the call load across its teams.

For the future, Straker Translations is looking at taking advantage of the ability to integrate VoIPstudio with Salesforce.

## Benefits

By moving to VoIPstudio, Straker Translations has achieved significant cost savings compared to its previous VoIP provider. “We have dropped our costs by around 29%,” Merryn says. “It is also easy to use and manage and we get better access to geographic numbers than with our previous provider.

“The response to support tickets is good. They come back with things to try and things to look at and work really well to resolve any issues. They do give great support.

“But for us, the most important benefit is the ability to redirect calls to mobiles wherever they are in the world while maintaining an easy ability to direct calls to our production centres on three different continents. We are truly an international company and we needed to be able to do that. It was our major pain point and it has been resolved.”

**Easy redirect of calls to mobiles worldwide...**



**Helpful, quick and responsive technical support...**

**29% cost reduction compared to previous VoIP supplier...**

