

CASE STUDY

CX Performance Testing Market Leader Migrates To The Cloud and Expands Internationally

OVERVIEW

A software company who performs automated, 24/7 testing for enterprise contact centers and IVRs was growing.

THE CHALLENGE

They needed a partner to decrease the time and money spent on telecom so they could focus on growth.

THE SOLUTION

They chose Voxology for the unique capacity, vast functionality, and TCO.

THE RESULTS

200 SQUARE FEET

Of hardware replaced and migrated to the cloud

30K+ CALL STRESS TESTS

Performed regularly on Fortune 1000 companies' phone systems

4 CONTINENTS

Now actively supported

FINDING A TRUE COMMUNICATIONS PARTNER

In 2014, a market leader in customer experience (CX) testing was growing rapidly. Their software solutions were gaining in popularity as more companies wanted the ability to automate CX testing to improve their bottom line. At that time, they were managing telecom internally which was proving to be both time consuming and expensive. Their analog equipment took up significant physical space, and maintaining the equipment along with the vendors, required resources that would be better spent evolving their product. They wanted to migrate to the cloud, however, scalability was a major concern, especially at a time of such rapid growth.

They needed a communications platform combining reliable international service with hyper-scalable call controls that could handle their unique requirements. They chose Voxology due to their unique telecom capacity, the extensive functionality of their programmable voice service, and the cost savings Voxology enabled by moving them to the cloud. Integrating with Voxology meant they could get rid of their analog telecom equipment altogether, eliminating the costs associated with upgrading and maintaining it. This allowed them to repurpose time and resources toward what was really important – improving and evolving their product.

Beyond the functionality and cost savings

offered by Voxology, a key selling point was the relationship between the two teams. While the testing company had originally set out to find a communications platform that would fit their technical needs, what they found in Voxology was a true human partnership that allowed them to evolve and expand at a pivotal time in their company journey.

GROWTH AND EVOLUTION

The onboarding process was highly collaborative. Voxology actively sought to understand the company's product goals and their overall growth and expansion requirements. While Voxology's platform offered the core functionality they needed, after the company shared their vision with the Voxology team, Voxology offered to develop additional functionality to meet the company's unique needs.

Voxology built audio analysis features that expanded the company's testing capabilities by providing far more granular data than they had access to before. And thanks to the custom routing that Voxology designed, the company was able to offer outstanding reliability by detecting and automatically routing around call failures. The addition of these features and functionality allowed the company to grow their testing capabilities, build a strong brand reputation, and become a market leader.

"I feel like I can just pick up the phone and tell Voxology my ideas and they deliver. They have really been in the trenches with us – helping us add new functionality and grow.

The enhancements and customizations that they have done for us have been critical to the success of our business" - Head of Operations

PRESENT DAY SUCCESS

Thanks to the new features, functionality, and scalability they found with Voxology, the company grew rapidly. The time once spent maintaining and managing telecom was repurposed toward their product roadmap and high-level company goals, resulting in a 25% increase in efficiency for the Head of Operations alone.

Working with Voxology gave them the ability to offer highly accurate, cutting-edge testing solutions and previously unheard of reliability at massive scale. This skyrocketed their popularity and their customer base grew rapidly, leading to a global expansion. They are now performing around the clock customer experience testing across 4 continents and continuing to expand.

Throughout the years, the relationship with Voxology has grown and strengthened. Voxology even created a shared Slack channel to facilitate easy communication between the teams.

"The working relationship is fantastic. [Voxology is] an extension of our team. We have found a true partner who understands our business fully and what is required. I wouldn't even use the word vendor when talking about Voxology. It feels like I'm talking with someone at our company." - Head of Operations

Interested in finding your true communications partner?

SPEAK WITH A VOXOLOGIST