



Call Centre Ops Case study

Company:
Call Centre Ops

Business type:
Call centre

Number of employees: 300

Requirements:
Move from a legacy ISDN phone system to a SIP platform

Solution:
talkAssure SIP trunking
Business Multi Plan
Phone numbers

Call Centre Ops (CCOps) have been working in the energy, insurance and telecoms market place for over 12 years. Specialising in inbound and outbound sales their clients include Legal & General, Uswitch, First Utility and Green Star Energy. With over 300 staff nationwide working across four locations they required a high performing, fully integrated telephone solution to effectively run their business.

The Challenge

CCOps were looking for a telephony provider to help them transition from their existing legacy ISDN phone system to a more resilient and cost effective SIP infrastructure. After researching SIP trunk providers online and reading a number of positive reviews left on business forums, they got in touch with Telappliant. By moving to a SIP based system they were aiming to save money on line rental and call costs and increase operational efficiency.

The Requirement

As the company was experiencing rapid growth they needed a flexible provider that could accommodate their changing requirements and quickly scale up as their business expanded. Once in contact with Telappliant Richard Taylor, the Head of IT at CCOps was impressed with the speed and efficiency that Hamza Yung from the New Business Team dealt with his enquiry. The proposal included implementing Telappliant talkAssure SIP trunks and Sangoma Vega gateways to replace their legacy phone system. New phone numbers and call plans were tailored to their requirements which offered the flexibility and scalability they were looking for at a competitive price.

The Solution


Telappliant's provisioning team guided CCOps through the configuration, setup and migration to their new platform. Since adopting the talkAssure SIP trunking solution with over 180 virtual telephone lines over a single high-speed Internet connection they have benefitted from cost efficiencies. **The SIP channels have reduced costs by more than 60% compared to their legacy ISDN lines and provide enough capacity to ensure their phones are never engaged.**

The SIP based setup offers much greater flexibility and clear usage reporting providing a future proof solution. Over 100 DDI numbers and a Business Multi Plan sit alongside the new platform. **The Multi Plan includes landline and mobile minutes for outbound calls to UK, European and International destinations in one combined call plan.**

The initial project was implemented at their Reading call centre and after a seamless implementation they rolled out the solution to another two call centres in Nottingham and Leicester. There are plans to roll out to a fourth call centre this year in Bridgend.

The Outcome

The CCOps team appreciated their dedicated Account Manager who was responsible for overseeing the successful implementation of their solution. Any urgent requests were escalated to senior support staff to quickly resolve, ensuring minimal impact to their business. Thanks to the talkAssure SIP trunking service, CCOps can instantly add additional telephone lines as their business expands. Since working with Telappliant CCOps have gone on to recommend our services to other businesses.



“Telappliant have provided an efficient and professional service from the beginning and we look forward to continued business growth thanks to their communications solutions.”

Richard Taylor, Head of IT