

Voice Application Service Provider

Voxbone provides inContact with local and toll-free numbers for hosted contact center services



Executive Summary

The cloud-based contact center market is growing significantly and has been underserved for some time. In 2005, inContact decided to enter this market by adding contact center SaaS (Software-as-a-Service) solutions to its portfolio of contact center integration services. This new direction required inContact to upgrade from a national telephony network to a global IP-based voice network capable of handling inbound calls from all over the world. inContact turned to Voxbone for geographical and toll-free numbers in all countries in which inContact offers its contact center SaaS service. Integrating VoxDID and interconnecting directly with Voxbone's global VoIP backbone enables inContact to offer one-stop contact center service, including access numbers. inContact's relationship with Voxbone has been a strategic differentiator for the company's global expansion.

The Challenge

Founded in 1997, the Utah-based company, formerly known as UCN, began as a unified carrier of long-distance services. Through a series of strategic acquisitions commencing in 2001, the company evolved into a provider of on-demand contact routing and agent management applications embedded in its national telephony network. inContact has differentiated itself in the crowded contact-handling market by combining productivity-enhancing applications with connectivity options - services that generally require multiple vendors. In 2005, inContact added a range of contact center SaaS solutions to its product portfolio. The market for hosted contact center services is estimated at \$8 billion, with half of it in the United States and the other half elsewhere. Only a small portion of contact center solutions are delivered from the cloud currently, but industry analysts expect accelerated growth in the next years.

The addition of the hosted contact center service brought major challenges. inContact had to acquire know-how regarding cloud infrastructure and, at the same time, adapt its telecommunications network. To combine software and network services for its contact center customers, the company needed to extend its voice network internationally, as well as transform its traditional U.S.-based telephone network into a global, all-IP network capable of handling large inbound and outbound voice traffic volumes.

inContact's one-stop contact center solution requires local and toll-free numbers from all over the world. In addition to these numbers, global calling capacity needs to be available on short notice to accommodate peak traffic. Having to deal with different operators and regulators in each country to obtain these numbers, set up network interconnects and transport calls internationally would have been excessively time-consuming and costly.

The Solution

inContact teamed with Voxbone and integrated Voxbone's VoxDID and Vox800 service into its hosted contact center solution. VoxDID provides geographical and national phone numbers from more than 50 countries and 4,000 cities for direct inward dialing (DID). Vox800 offers toll-free numbers from more than 25 countries. Calls to these telephone numbers are converted from PSTN to VoIP and are routed to inContact's service platforms over Voxbone's intercontinental private IP backbone. In a growing number of countries, existing telephone numbers can be ported to Voxbone's network. Numbers can be ordered and configured in real time via Voxbone's Web-based administration portal (VoxCOMMAND) or API (VoxAPI). Flat monthly fees with no per-minute charges for inbound calls to geographical numbers make billing integration straightforward.

Call centers require highly available services because their business depends on call quality and reliability. inContact offers its customers a best-in-industry service level agreement of 99.99 percent. To achieve this performance, inContact relies on Voxbone's fully-meshed global VoIP network, georedundant service platforms and 24x7 support. inContact is redundantly interconnected with Voxbone in the latter company's SuperPOPs in Brussels, Los Angeles and Hong Kong.

"Voxbone is the only company of its kind that combines carrier-grade reliability with powerful Web-based tools that allow real-time provisioning and configuration. Voxbone enables us to deploy best-in-industry contact center services in very short time frames."

Herbert Shades, Circuit Designer Engineer, inContact

Success Story

By using Voxbone's services, inContact differentiated itself from the crowd by offering a one-stop, multi-country contact center service that encompassed the full SaaS package and all telecommunication services. VoxDID, Vox800 and VoxCONNECT enable inContact to link with the PSTN from more than 50 countries, rapidly and with limited costs.

Today, inContact is the world's leading provider of cloud-based call center solutions. Its services are deployed in more than 750 contact centers and used by 60,000 agents worldwide. In 2010, inContact processed more than 1 billion calls. Ventana Research ranked inContact as the top supplier for reliability in its Agent Performance Management 2010 Value Index. In April 2010, Ovum recommended that companies place inContact on their short lists for hosted contact center solutions.

By the end of 2010, inContact used international phone numbers and inbound voice and fax communications from Voxbone in 27 countries.

inContact - Company Profile

Category:	Voice Application Service Provider
Type:	Public Company (NASDAQ: SAAS)
Founded:	1997
Employees:	300+
Key People:	Paul Jarman, CEO Theodore Stern, Executive Chairman
Website:	www.incontact.com
Headquarters:	7730 South Union Park Avenue, Suite 500 Salt Lake City, UT 84047 USA

About Voxbone

Voxbone is the market leader in providing worldwide geographical, toll-free and iNum® telephone numbers, enabling Internet communications services providers, global carriers, national operators and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities around the world.

For more information, visit www.voxbone.com or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

About inContact

inContact (NASDAQ: SAAS) helps contact centers around the globe create profitable customer experiences through its powerful portfolio of cloud-based contact center software solutions. The company's services and solutions enable contact centers to operate more efficiently, optimize the cost and quality of every customer interaction, create new pathways to profit and ensure ongoing customer-centric business improvement and growth.

To learn more, visit www.incontact.com inContact® is the registered trademark of inContact, Inc.



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