Case Study | CallSprout Leverages Custom Bria® and Stretto Platform™ Solution to Enhance Service and Solution Offering

callsprout

AT A GLANCE

Situation

- Cloud-based VoIP solution provider for SMBs and Call Centers
- Thousands of users across the US and internationally
- Based in Florida, USA

Challenges

- Disjointed softphone user experience between desktop and mobile clients
- Softphones lacked modern UC features
- Need to seamlessly transition existing customers to new solution within a cloud-based environment

Synopsis

In order to provide a more cohesive, user-friendly experience, CallSprout, a VoIP service and solution provider, sought to consolidate softphone providers and streamline a white-labelled softphone solution around their VoIP service offering to SMBs. By engaging CounterPath for a comprehensive Unified Communications solution, CallSprout was able to **replace their mobile and desktop softphone offering (from two different providers)** with a custom Bria solution for Windows, Mac, iOS and Android platforms, and seamlessly transition customers utilizing the Stretto Platform. When paired with the services CallSprout was already offering, and enhanced by CounterPath offerings for messaging, collaboration, and mobility, the solution provides a better customer experience, with a **unified softphone interface, across all platforms and devices.** for LCB and allowed them to **capture revenue that would have previously missed out on.**

Challenges

When CallSprout was founded, they had two goals in mind: provide VoIP communication tools that make running a business easier, and help businesses save money. While undertaking a brand refresh and developing their own PBX solution, CallSprout recognized some **shortcomings in their desktop and mobile softphones, including inconsistent call quality, a lack of modern UC features, and a disjointed user experience with user interfaces being different between desktop and mobile applications**. While evaluating vendors, including Zoiper and Cloud Softphone, Call Sprout ultimately chose CounterPath based on their reputation as a market leader with a robust and stable solution.
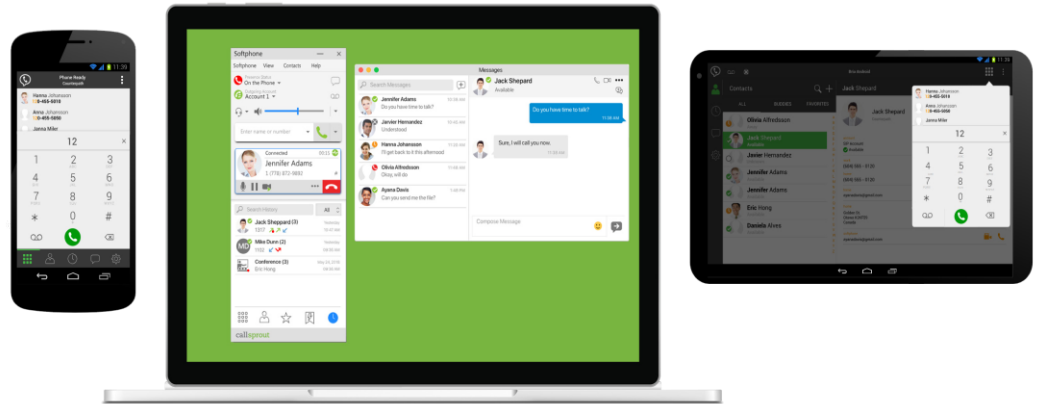
"We pride ourselves on delivering top of the line services and solutions, and our existing softphones just weren't cutting it," said Eric Bucher, CEO of CallSprout. "We needed a solution that would be dependable, easy to manage, and provide a consistent user experience. CounterPath delivered it all."

Case Study

Solution Components

- CounterPath Bria® softphone – customized and white-labelledto organizations requirements
- CounterPath Stretto Platform™ Provisioning Module
- Stretto™ Collaboration Module
- Instant messaging and textmessaging platform

The Impact

- Increased customer satisfaction
- Enhanced softphone adoption amongst CallSprout's customer base
- Significantly reduced delivery times for deploying new softphones tocustomers
- Created product/service differentiation with SMS and collaboration capabilities which other softphone providers couldnot offer

The Solution

After evaluating the needs of CallSprout, CounterPath identified an opportunity to provide custom, **white-label Bria softphones**, managed by the Stretto Provisioning platform to **streamline distribution and management of the applications**. The CallSprout softphone provides high quality voice and video calls, instant messaging and presence, file sharing, and integration with Salesforce, as well as SMS and collaboration capabilities which provide a **value-adding and differentiating service offering to customers.**

In order to navigate the distribution of these new softphones, CallSprout leveraged the Stretto Provisioning platform. With Stretto's **centralized management and self-configuring softphone clients**, setup time for new customers was significantly reduced and post-sale support tickets for softphone related issues dropped substantially.

"Our old solution was taxing on the team to distribute downloads, logins, passwords and solve customer issues and required manual setup by the end user," continued Bucher. "**With Stretto, everything is streamlined and automated**; we can send customers welcome emails from the platform and include helpful "How To" videos to get them up and running quickly and easily. Plus, the softphone client automatically configures itself when users log in. We tested other softphone providers and no one was able to provide the same level of provisioning and management of the softphone clients as CounterPath.

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Top Benefits

- Reduced complexity/workload of selling softphones to their customers

- Superior, consistent voice quality resulting in fewer support inquiries

- Service differentiation againstcompetition with SMS and collaboration tools

- Unified, white-labelled solution across all applications, customized specifically to CallSprout's needs

- Easy to deploy and manage, minimizingoperations costs

The Results

With the CounterPath solution, CallSprout was able **to seamlessly transition to a carrier- grade softphone solution, while still being commercially viable** for their business and customers. Additionally, by layering on additional services for SMS, Salesforce integration and collaboration tools, CallSprout customers gained value-adding features and functions that further enhanced the user experience.

"Being able to provide a better quality, more user friendly product has resonated with our customers," said Bucher. "We receive far less customer support calls, and have even freed up resources to work on other projects. CounterPath has delivered a best-in-class solution that has met or exceeded every one of our requirements."

About CallSprout

Initially, CallSprout offered straightforward VoIP services to clients in the United States and around the world in various industries, and we still do.

However, over the last few years, we have watched the needs of our clients change as their businesses continue to grow. As a result, we **completely revamped our offering** and now provide **cloud-based communications which utilize CRM, phone, Adwords and marketing data to provide predictive analytics to companies**. In addition, we also offer SMS, ringless voicemail drop, local presence calling, and cutting-edge business intelligence tools to create customized wallboards with any KPI imaginable.

About CounterPath

CounterPath is revolutionizing how people communicate in a BYOD and mobile workforce. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and videocalling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers. CounterPath's awardwinning solutions provide unparalleled enterprise UC and collaboration experiences for today's anytime, anywhere workers, while solving corporate network security challenges for IT administrators.

Interested?

For more information, contact your CounterPath Sales Representative or email sales@counterpath.com