



# SALES WIN

**BPO**



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## Key Details



|                      |                  |
|----------------------|------------------|
| BROADVOICE SOLUTIONS | GoContact + CPBX |
| CUSTOMER TYPE        | BPO              |
| INDUSTRY             | BPO              |

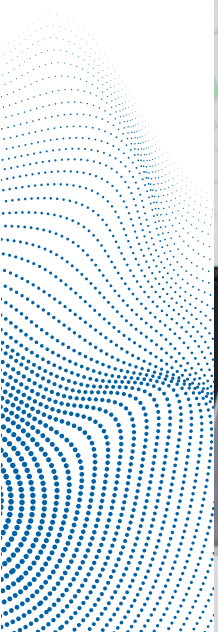
**\$131k**

**TOTAL  
PARTNER  
TCV**

# THE CHALLENGE

This business process outsourcing (BPO) company has approximately 1500 agents globally. They manage call centers for companies that do not have the manpower to handle calls internally. They operate in **various international locations, including the US, the Philippines, and South America.**

They needed a contact center solution that solved their problem of **paying for unnecessary licenses, lack of discounts, overcharging for features, and poor customer support.**



# THE SOLUTION

Broadvoice provided the BPO with the **GoContact solution platform and workforce management licensing**, initiated through a partnership with ArenaCX.

The implementation process began with a small number of agents, starting with **20 agents for the first campaign**. This initial phase served as a trial run to ensure the solution met the BPO's needs.

**Based on the success of the initial trial**, the BPO plans to gradually expand the use of GoContact, with the ultimate goal of **replacing all 1500 seats**. The expansion will be done in phases, starting with smaller groups of agents and scaling up as needed.



# WHY BROADVOICE?

The BPO highlighted the importance of scalability and flexibility in the solution, which allowed them to scale up and down as needed, a key factor in their decision to choose Broadvoice.



**Scalability and Flexibility:** The solution provided by Broadvoice allows the company to **scale their operations up or down** based on their current needs. **This flexibility** is crucial for managing varying campaign sizes and **adapting to changes in demand**.



**Concurrent Licensing:** Broadvoice's solution offers concurrent licensing, enabling the company to **pay only for the licenses they need** at any given time, rather than maintaining a fixed number of licenses regardless of usage.

**THANK  
YOU!**

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