



STAR TELECOM



65% Savings

30% immediate savings

35% ongoing cost reductions

Case studies

This Star Telecom solution provides our call center client with increased operational efficiencies, reduced costs, built in redundancy and a high degree of call management and disaster recovery flexibility.

The client was spending \$12,000 per month on the T1/PRI services and an additional \$15,000 monthly for Long Distance charges at 1.7¢ per minute.

The Client's Situation:

Our client, a contact center outsourcer with 500 agent seats in two locations, utilized 17 T1/PRI links to connect their SIP-enabled ACD / Dialers at each site to the PSTN.

Inbound and outbound calling was managed via 17 PRI, 4 inbound trunks and 13 outbound trunks split across the 2 sites, on an annual contracted basis of one or more years. The contracts locked the client into a fixed number of channels making it difficult to accommodate seasonal volumes and short term campaigns efficiently and effectively.

The client was spending \$12,000 per month on the T1/PRI services and an additional \$15,000 monthly for Long Distance charges at 1.7¢ per minute.

There was no network redundancy so Business Continuity and Disaster Recovery plans were limited to the physical relocation of staff to the alternate site. This was a complicated process in itself and the loss of one of the sites also meant the loss of half of the network capacity.

The client also experienced frequent outages which resulted in the all too common finger pointing between the ILEC and the client's carrier.

Lack of urgency by the carrier regarding MACs, ongoing billing issues and errors were causing additional frustration and dissatisfaction.

Outbound long distance traffic is channeled through Star Telecom resulting in immediate cost savings based on a more aggressive LD rate.

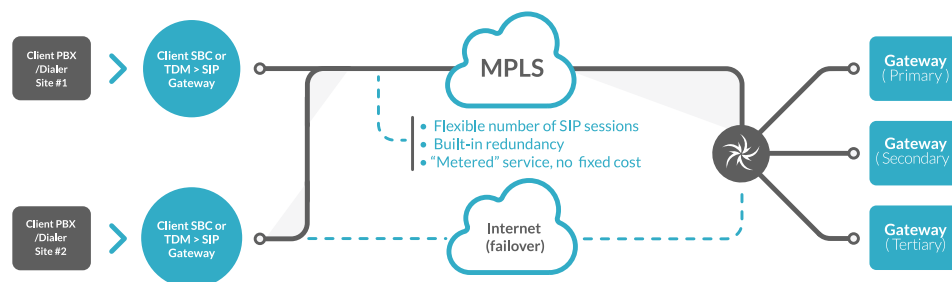
The Star Telecom Solution:

Since both the client and Star Telecom are co-located at 151 Front Street, a simple, cost-effective cross-connect arrangement was easily implemented.

Outbound long distance traffic is channeled through Star Telecom resulting in immediate cost savings based on a more aggressive LD rate.

Some PRIs were immediately cancelled and the rest will be removed as the contracts expire.

Inbound traffic is now routed to Star Telecom, resulting in savings and increased flexibility.



The client has experienced immediate savings of 30% and an additional 35% savings from the cancellation of remaining PRIs still to come.

Less Pain – More Gain

The client has experienced immediate savings of 30% from a reduction in the Long Distance rate, PRI cancellations and increased telecom efficiencies. And there is an additional 35% savings from cancellation of remaining PRIs still to come.

Operationally they have achieved increased efficiencies by sharing telecom capacity across both sites.

The high degree of inherent flexibility of the Star Telecom solution has enabled the client to:

fw vw Add/remove capacity with short notice and without a minimum term

- Change inbound call routing in real-time via Star Telecom portal
- Improve Business Continuity and Disaster Recovery through automatic call failover and re-routing

Value-added features built into the solution include:

- Enhanced Caller ID and Caller Name management
- Real Time inbound channel utilization reporting
- Daily CDRs for billing verification
- Star Telecom monitoring and alerting of client systems
- Ability to provision inbound telephone numbers from across Canada, US and other countries
- Multi user-access to Star Telecom portal
- Access and change logging for auditing purposes

Contact Star Telecom today to find out how you too can benefit from our broad suite of cost effective solutions.



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