

## Conduit Global selects Livtech and Intelepeer to partner on contact center solution

Conduit Global is a fully integrated BPO with a cloud-based communication infrastructure with over 20 years of experience providing multi-channel contact center, back office and professional managed services. They serve enterprise customers in telecommunications, healthcare, financial services, utilities and the public sectors. With hubs in nine countries on four continents, Conduit Global has provided optimized live customer contact for more than 100 million consumers and handles over a billion customer contacts a year.

### The Challenge

- Conduit Global was seeking a single cloud based provider to deliver Enhanced TF and Outbound SIP services
- Current systems were not integrated, lacked scale and had issues with routing changes
- Call handling times were increasing by over 40%
- Needed to consolidate three physically different call centers, didn't want the business to be dependent on location
- Had to support complex geographic routing capabilities for international origination and termination
- Required sophisticated routing with advanced CTI compliance requirements for call recording
- Systems didn't support real time analytics, reporting and no business intelligence
- Current system lacked integration with core business platforms, applications and couldn't escalate calls
- Needed a responsive platform and team to support real time changes in minutes, not days
- Wanted to reduce monthly spend by 35%
- Conduit Global didn't have the resources or budget to support the new project

"Our experience with Livtech and IntelePeer has been outstanding! They listen to us and understand our business, additionally they were able to keep pace with the rapid changes in our environment. Their partnership has been instrumental to Conduit Global's success. This is how communication companies should support their clients."

—  
Larry Johnson  
Director Voice Services

### The Solution

- Livtech created a positive ROI and offered a support team to lead the project for Conduit Global
- Livtech recommended IntelePeer's SIP and Cloud Routing Platform for Conduits voice requirements
- Platform provided the ability to consolidate and virtualize their call center platforms in the cloud
- Offers the ability to integrate with core applications based on open APIs
- Platform is highly customization based on coverage, routing and scalability of platform
- Delivered international coverage with a broad range of routing and call recording capabilities
- Provides geography and skills based routing to ensure clients are routed to the service group
- Offers real time reporting and analytics from a customizable dashboard
- Livtech managed everything from design to implementation to on-going life cycle support of MACDs

### The Result

- 90% of the work was managed and supported by Livtech's team resulting in massive time, cost and resource savings
- Positive ROI in month 21 of a 60 month contract
- 39% improvement for in call routing and handling times
- Global coverage with the ability to geographically route calls based on skill set and language
- Virtualized the call center to the cloud, making Conduit Global less dependent upon physical locations
- Cloud provides a necessary business continuity plan and agility for remote workers
- Ability to scale and integrate with Office 365, ServiceNow and SF.com, can escalate calls and capture details per app
- Minutes for Routing and platform changes, versus days with previous carriers
- Provided them the ability to scale and move into new markets as they are less dependent upon a physical location and it's opened up their ability to accumulate call center resources globally based on need
- Conduit's IT team is able to focus on core business process as Livtech's team manages all MACDs