



## **CenturyLink Solutions Featuring:**

CenturyLink Domestic Toll Free Service

**Case Study:** Contact Solutions, Inc.

## Customer:

Contact Solutions, Inc.  
www.contactsolutions.com

## Business Challenge:

Contact Solutions, Inc. is an interactive voice response (IVR) services provider that trims operational costs for contact center clients. As the company's toll-free usage reached 360 million minutes a year, managers looked for a provider who could deliver both volume discounts and stellar service.

## Solution:

Executives chose the CenturyLink Domestic Toll Free Service. Technicians implemented a DS-3 circuit at each of three sites to support 30 million minutes of inbound 800 call traffic per month. Administrators use CenturyLink Control Center to manage thousands of dialed number identification services (DNISes) in real-time.

## Benefits and Results:

- CenturyLink volume pricing significantly lowered operating costs
  - Savings were passed to customers and prospects to enhance the company's competitiveness
- Percentage-allocation feature allows managers to load-balance traffic in real-time
- CenturyLink solution eliminated after-hours software maintenance deployments
- CenturyLink Control Center gives administrators hands-on control of thousands of DNISes
  - Managers can now bill down to a specific DNIS on a per-client basis
  - Vastly simplifies and automates billing to resellers
- CenturyLink's Statistics Manager renders meaningful business intelligence about customer transactions

# Contact Solutions, Inc.

When major airlines, credit card companies, healthcare providers and large enterprises want to cut costs, they dial up Contact Solutions, Inc. The interactive voice response (IVR) services provider expertly optimizes contact centers to save clients money in live agent costs while maintaining a high level of customer satisfaction.

The company processes nearly 500 million inbound 800 calls per year on behalf of its customers. A culture of continuous improvement translates into process, application and best-practice refinements yielding enhancements measured to the nearest 10th of a percent.

To ensure high availability and redundancy the company established three geographically dispersed sites: in Virginia, Texas and California.



## FACING THE CHALLENGES

"We process over 40 million inbound 800 calls a month for clients," said Paul Logan, chief executive officer for Contact Solutions, Inc. "So establishing and maintaining a partner relationship with a communications vendor is essential to our success. When we began our search for that partner, we simply couldn't take a chance on a bottom-tier or low-budget carrier."

Given the millions of monthly calls the company handles, even fractional improvements in operational efficiency have a dramatic effect on costs and profitability.

"Cost was an important consideration in our selection process, but it wasn't the beginning or the end," said Logan. "We move fast in our business and needed to work with a provider who was flexible enough to help us adapt our business as we grow. And given the huge annual volume of minutes we log each year, we require the absolute best customer service a vendor has to offer."

These criteria led Logan on an informal evaluation of communications companies. "The references we vetted were coincidentally also customers of ours and their experiences with Qwest played a role in our decision."

\*These results are unique to this entity and should not be considered an indication of the amount of savings or improvements, if any, that may be realized by any other entity subscribing to comparable services.

“The Qwest Toll Free Service delivers the value and reliability we need to make our contact automation services company competitive in our space. They’ve been a valuable partner in helping us streamline our operations.”

—Paul Logan, CEO, Contact Solutions, Inc.

## PROVIDING A SUCCESSFUL SOLUTION

“Another reason we chose Qwest was because they were unmatched in their ability to seamlessly implement the service for us,” said Logan. “We were also impressed that their executives and reps delivered what they said they would throughout the sales cycle and beyond.”

Over the course of three months, CenturyLink technicians migrated the company’s inbound-800 traffic over to the CenturyLink Domestic Toll Free Service. They installed DS-3 circuits at each of three sites to support 20 million minutes of inbound 800 calls per month initially. Today, the solution carries over 40 million calls per month.

A number of features have been particularly valuable. “When a contact center is understaffed or being inundated, we use the ring/no answer feature to present a busy signal on the transfer,” said Logan. “We also make heavy use of the transfer-and-release feature as well as the percent allocation feature to load balance call traffic.”

## DELIVERING RESULTS

Managers leveraged the CenturyLink solution to become more competitive, reduce costs and increase the firm’s operational efficiency.

## ECONOMICAL PRICING TO STRENGTHEN COMPETITIVENESS

CenturyLink’s economical pricing helped the company to increase its customer retention rate as well as boost its ability to acquire new customers.

“The cost savings we realized from migrating to Qwest allowed us to get very competitive with our pricing to

customers and prospects,” said Logan. “Our largest customer saw an immediate return from a reduced price we charge them. That obviously made them very happy.”

## FLEXIBLE FEATURES SUPPORT BUSINESS MODEL

Contact Solutions’ administrators use CenturyLink Control Center to manage and bill thousands of DNISes in real-time. This is essential to support the company’s business model.

“We provide our automation services via resellers through white-label and co-branded programs,” said Logan. “The Qwest solution offers us tremendous flexibility to send out bills on a client-by-client basis. Before, we did that manually and it was very labor intensive.”

Additionally, the solution’s Statistics Manager helps staffers monitor and analyze customer transactions. “That enhances the value we give our customers, because we can provide them with meaningful business intelligence about what’s happening with their transactions.”

## OPTIMIZING OPERATIONAL EFFICIENCY

The size and variability of the company’s call volume make it necessary to route traffic among three sites.

“The Qwest percent allocation feature allows our operations folks to react in real-time to call volume conditions and ensure we protect our service levels to our clients,” said Logan.

Previously, software maintenance deployments were  
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limited to a 2-6 a.m. time window to minimize the impact on network traffic. Now, administrators use the CenturyLink percent allocation feature so that maintenance deployments have no effect on service levels.

“That improved our operational efficiency substantially,” said Logan. “And our ops team can do maintenance during normal business hours rather than the middle of the night or on weekends.”



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