



An Award Winning
Cloud Call Center Solutions Provider
Operates Successfully in
60+ Markets Globally
Using ConnexCS



Overview

The client, a Cloud Call Center Solutions provider, was in search of a Cloud-based CPaaS that could provide them with **Class-4 SIP Softswitch**, **SIP trunking with high availability and call stability** and **quick scalability**.

Their search ended when they found ConnexCS as we have all the capabilities to fuel a growing communications business.

The client built a powerful set of communication products and was able to find a strong foothold in **60+ marketers globally**. They serve **over 800 customers worldwide** and have **won many accolades** for building top-value communication products.

About the Client

Primo Dialler is a reputed and award-winning **Contact Center and Call Center Solutions** provider based in the UK.

They primarily serve cloud-based call centers and contact centers worldwide. They've been helping their customers master customer service with their **Predictive Dialler** and **Cloud Phone Systems**.

They're STIR/SHAKEN and PCI DSS compliant and service industries such as Insurance, Financial Services, Renewable Energy, Marketing and Lead Generation.

ConnexCS Has Been An Active Part Of Primo's Success Story



We're Dedicated to Help You AchieveMore!

The Challenge

Primo Dialler wanted a Communications Platform that would allow them to scale up and scale down operations to accommodate for changing requirements of their customers.

A lot of Primo's customers are based in North America and thus require STIR/SHAKEN capabilities by default. Thus, Primo required a Communication Platform that could facilitate this.

Having the majority of their customers in highly-competitive and lucrative markets such as Europe, Canada, the USA and Australia means having to provide a rich customer experience. High service availability thus, was a necessity for Primo.

ConnexCS's Solution

The solutions and capabilities that Primo Dialler was looking for were delivered to them through ConnexCS's Class 4 SIP Cloudswitch.

We fulfilled their requirements with our Cloudswitch in the following ways:

Quick Scalability

Contact center and call center operations experience call volumes that are cyclical. Thus, Primo required the flexibility to accommodate its customers' dynamic capacity plans.

ConnexCS's Class 4 SIP Softswitch is cloud-based. This allows us to quickly scale up and scale down capacity as per Primo's requirements.

High Availability and Call Stability

Successful customer service operations require stable communication lines and the calls to keep flowing smoothly.

To ensure Primo and their customers have an easy time running their customer service operations, we have the standard contingencies in place such as deploying multiple servers and creating redundancies in an active-active configuration.

Additionally, Primo Dialler uses our AnyEdge (Anycast) Load Balancer. This ensures their operations keep running even in cases of network, hardware or other severe failures.

We also deployed dedicated high-capacity servers for Primo in their regions of operations to ensure the calls connected quickly and the communication remained stable throughout the call.

STIR/SHAKEN Compliance

STIR/SHAKEN has been made mandatory for any communication solutions provider operating in the USA. Moreover, STIR/SHAKEN is a big plus for lucrative markets such as Europe, Canada and Australia.

ConnexCS's implementation of STIR/SHAKEN is easy to deploy and use. Moreover, our implementation of STIR/SHAKEN comes at no additional latency or complexity to customer service operations. Primo has found a lot of value and success using it.

Comprehensive Technical Assistance

Building communication products from the ground up can be a difficult task. There are a lot of technical hurdles involved that need to be overcome to have a market-ready product.

Our team of engineers has provided constant and comprehensive technical assistance to Primo since the early days. As a result of our combined efforts, Primo Dialler was able to develop award-winning communication products and features.

The Result

Primo Dialler began its operation with ConnexCS as its CPaaS way back in 2015. They are among our first customers of Class 4 SIP Cloudswitch. The longevity of our relationship is a testament to our active participation in each other's growth.

At present, Primo serves more than 800 high-volume customers in 60+ markets globally.

With ConnexCS as their CPaaS, Primo Dialler has built a strong suite of offerings in the market. This has allowed them to win accolades such as the Capterra 2021 shortlist, Software Advice Front Runner 2021, CommBusiness Awards 2020 shortlist, Industry Wired's top 10 Contact Center Solutions and many more.

Here's What The Client Says About Us.

We have been using ConnexCS for over 6 years now. The solution is great and it has really helped us grow rapidly. It is very feature-rich and whenever we find something the system doesn't have, the team always creates new features for us. The support team is always available and always helpful.

~ Mohammed Mashedi for Primo Dialler