

case study



WillowCSN Experiences Real World Savings in Its Virtual Contact Centers

WillowCSN

Launched in 1997, WillowCSN is a pioneer and leader in providing virtual contact center services to businesses looking for better results, flexibility, and service levels. Based in Miramar, Florida, the company uses over 3,200 virtual contact center CyberAgents who remotely handle client inbound and outbound calls, online chat, and email. With all voice calls routing through WillowCSN's contact center platform, reliable voice service is critical.

The Challenge

Reduce the costs of connecting calls through WillowCSN's new virtual contact center platform and maintain reliable voice services

Tim Himes is the Vice President of Technology for WillowCSN. As Willow's virtual contact center business model gained momentum, Himes knew it was time to replace the high-priced, hosted-voice solution from a local hosting partner that accrued per-minute charges for every call completed to his virtual agents.

Company clients are routing their inbound calls to the WillowCSN contact center platform in Miami through dedicated T1 lines or switched Direct Inward Dialing lines (DIDs). Then, for each inbound call, the WillowCSN platform initiates an outbound call to remote agents. It all adds up to more than 5 million minutes of voice services per month, millions of which are long distance — and high monthly bills if costs are not managed.

The Solution

A broad portfolio of high-quality, cost-effective local, long distance, and data services from XO Communications

Himes said that he looked around the market and realized there were quality services offered by others that rivaled the performance and cost of his local carrier. "That drove me to XO as a service provider," Himes said. "I was pleased with their pricing and confident in their service."

WILLOW®

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Customer Challenge

- Control voice connection costs in a virtual contact center platform
- Ensure quality performance in a high-volume environment
- Have confidence in the performance and support offered by a new service provider

XO® Solution

- 43 voice T1s and 300 DIDs for local and long distance service to a new virtual contact center platform
- Two voice T1s and a multi-meg data service to corporate headquarters
- Responsive, dedicated XO service and support team



WillowCSN replaced the hosted solution with a premise-based solution built around XO services. Now, all of the inbound and outbound calls on the WillowCSN contact center platform are supported by XO.

The company uses 43 voice T1s from XO on its production system, plus 300 DIDs. It also has two voice T1s and a multi-meg data connection to its corporate headquarters in Miramar.

The Results

Cost Savings

Cost was a primary driver for WillowCSN in seeking a new solution and XO delivered. "Based upon the proposals I received from other providers, I'd say XO is saving me 20% to 30% in combined fixed and variable costs," Himes said.

Quality of Service

The voice solution from XO provides the quality and performance required by a high-volume contact center. "The quality is as good if not better than what I've received from other service providers in the past," said Himes.

Exceptional Support

"My overall experience with XO has been very good," Himes stated. "I am very impressed with their response and customer service when I need them. It's better than what I was getting from the local ILEC."

Potential for Additional Services

Himes has worked closely with his account manager at XO to identify other areas where XO could potentially provide measurable business benefits. "We're looking at some Internet telephony solutions, such as Voice over Internet Protocol (VoIP), which we might roll out to the remote agents," Himes said. "I think there's a lot of opportunity for additional XO products and services."

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TIM HIMES

Vice President of Technology
WillowCSN
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About XO Communications

XO Communications is a leading provider of telecommunications services exclusively to businesses. XO services include local and long distance voice, dedicated Internet access, private networking, data transport, and Web hosting services as well as bundled voice and Internet solutions. XO is a proven leader in IP services, including the award-winning Voice over Internet Protocol (VoIP) services bundle, XOptions® Flex. For carriers and service providers, XO offers a full suite of wholesale services. XO provides these services over an advanced, national facilities-based IP network and serves more than 70 metropolitan markets across the United States.

For more information, visit www.xo.com or call 1.866.963.9696.