



- CLIENT**      **Large national Direct Response TV (DRTV) fulfillment center that delivers call center management services to Fortune 1000 companies**
- PROBLEM**    **A single carrier solution left the company vulnerable to an outage that could lead to a major business loss**
- SOLUTION**   **TMC dramatically improves efficiencies and implements a cost-saving business continuity strategy with a multi-carrier approach**

## The Situation

The fulfillment center's market niche is managing the call center needs of its DRTV clients. The reliability, cost and flexibility of the company's phone service is critical to maintaining and attracting clients. The company was partnered with a large national carrier that routed all of the company's traffic, inbound and outbound, for all calls via one carrier network, which left their clients' businesses vulnerable to downtime and significant profit loss in the event of an outage.

Not only was their business at risk, but the significant turnover among the representatives handling their account on behalf of the carrier caused the company to feel they lacked a true partner and advocate for their business. It typically took several months for new representatives to understand their business needs and efficiently manage their account. In addition, the company's DRTV clients required fast implementation of new toll-free services and routing changes. These changes were taking their current carrier ten days to complete. This long lead-time did not meet the expectations of their clients and required the attention of the company's staff to oversee and manage the process.

While the fulfillment center liked that they received one bill each month for all of their call center clients' voice services, the statements were billed inaccurately, difficult to read and did not itemize monthly recurring charge of their local loops. Billing disputes were either never resolved or took months or years to handle. This required constant management and attention by the fulfillment center's staff, which created an unnecessary drain on their resources. The long resolution cycle for billing inaccuracies also caused disputed funds to be tied up for months to years.

## The TMC Solution

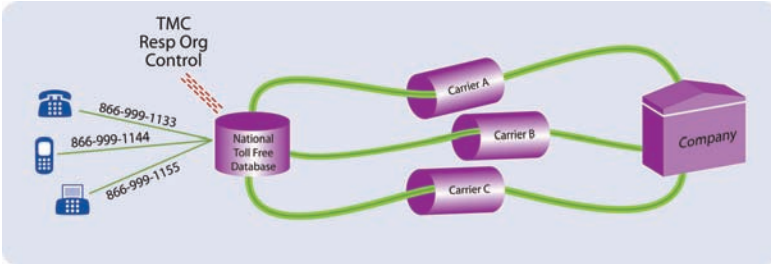
### **TMC Communications solves business problems**

As the company continued to attract more DRTV clients, the selection of a voice carrier partner became even more critical to the company's success. The company needed a partner who could meet the requirements of their demanding clients, as well as recommend solutions to manage their call centers more effectively. Instead of selecting a direct carrier and managing the relationship on their own, the fulfillment center chose to work with a carrier-neutral telecom consultant. The telecom consultant recommended that the customer select TMC Communications to handle the voice services for their call center clients.



### The Results

- TMC Communications employed a business continuity strategy that included three carriers in the company's network design, providing their call centers with network redundancy and eliminating downtime in the event of a carrier outage.



How it works: In the event of a carrier outage, TMC, as the responsible organization (RespOrg), will automatically switch traffic to one of the alternative carriers in just minutes, allowing business to continue to run without interruption. By employing a multi-carrier solution into the company's network design, the company received the added benefit of being able to least-cost route all of its calls.

TMC created least-cost routing plans which route all of their voice traffic to the lowest-cost carrier, saving the company 5-10% each month. This additional 5-10% savings is on top of the already 30% savings the company receives just for switching their business to TMC.

- To cut down on the long lead-time required to implement toll-free service changes, TMC designed a customized toll-free service with express provisioning intervals, created specifically to meet the interval requirements of their call center clients. With this new system in place, toll-free changes take just minutes to complete. The streamlined process is simple and eliminates the need for employees to continually track and manage changes.
- Even though TMC employed multiple carriers in the company's network design, the company receives only one easy to understand invoice each month that includes the charges from all of its carriers. All charges are clearly itemized so identifying charges and reconciling bills is much simpler. TMC's billing method also saves the company additional money with four-decimal call rounding and six-second billing increments. In addition, TMC's Rapid Response Guarantees ensure that if billing issues arise, TMC will assess the problem and deliver a resolution plan within 48 hours. Fast bill resolution drastically reduces the time it takes employees to manage billing disputes.

Call Detail Summary				Call Detail Summary			
<b>ORIGINATOR TOLL-FREE SUMMARY</b> POINT OF ORIGIN CALLS MINS CHARGES 8710010000 1 2.8 8.10 TOLL-FREE TOTAL 739 2384.5 93.24				<b>MOST EXPENSIVE CALLS</b> DATE TIME MIN LOCATION NUMBER COST 07/01/06 09:22 2.2 SAN DIEGO CA 48882052 TF 1.08 07/01/06 09:21 2.3 DEL MAR CA 88792655 TF 1.01 07/01/06 09:20 2.3 SAN DIEGO CA 83877850 TF 0.98 07/01/06 09:19 2.3 SAN DIEGO CA 88775857 TF 0.98			
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