



**CLOUD TELEPHONY
COMPANY**

CASE STUDY

INNOVECS®

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CASE STUDY

CLOUD TELEPHONY COMPANY



INDUSTRY

Telecommunications



CLIENT

Client is a cloud telephone services provider (SaaS) headquartered in Santa Monica, California. The company designs, develops, and offers web-based business-to-business (B2B) VoIP products and services for small and medium sized-businesses (SMB's) and bills customers based on their usage.



PRODUCT

Voice Broadcasting, Text Messaging, Call Tracking, Interactive Voice Response, Cloud Call Center, and Developer API.



INNOVECS CONTRIBUTION

Kyiv team is divided in to 2 groups:

- Developers that are working on Cloud call center products
- System Engineers that are responsible for servers maintenance and administration



TECHNOLOGIES

Java, JavaScript, Web-based applications through API, AppExchange, Zen-desk Apps, Desk.com API, and MailChimp API



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GALLERY

CallFire Dunder Mifflin Inc. dschrute@dundermifflin.com
Alerts (3) Settings Help Logout

GETTING STARTED **CAMPAIGNS** SOUNDS PHONE TREES TOOLBOX Viewing Period: 1 Week

Create Campaign ● Running 323.666.9943 Ed's Personal SMS, Work, see all... Custom Date Range

Overview Summary SMS Records Visualize Settings

Voice Broadcast Edit SMS Details Share Campaign Options Go **65% Complete**

Inbound	Outbound	"Stop"	"Free"	"Test"	"Promotions"	"Unsubscribe"	"Beach"
3,386	1,286	1280	752	340	194	185	59

Call Records

Name	Message	ID	Date
Jessica Jameson	ing Lorem Ipsum is simply dummy text of the printing and typesetting ...	748207340	5:32pm
Michelle Michelson	Lorem Ipsum is simply dummy text of the printing and typesetting ...	784559801	5:32pm
1.818.555.9873	Stop yo	748207268	Yesterday
914.555.2136	Lorem Ipsum is simply dummy text of the printing and typesetting ...	784552547	--

[SEE MORE CALL RECORDS](#)

Recent Activity

- Campaign scheduled from 2-13 at 7:00am to 2-18 8:00pm Started by Dinesh R. on 12-05 3:32pm
- Campaign is running low on numbers! Add More Numbers Redial Numbers
- Campaign scheduled from 2-13 at 7:00am to 2-18 8:00pm Started by Dinesh R. on 12-05 3:32pm
- Campaign scheduled from 2-13 at 7:00am to 2-18 8:00pm Started by Dinesh R. on 12-05 3:32pm

[SEE MORE ACTIVITY](#)

Inbound & Outbound

Keyword Distribution

43%	Live Answers
32%	Answer Machines
<1%	Transfers
62%	Dead Answers
12%	Do Not Call

Performance Map

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GALLERY

The screenshot displays the CallFire web interface. At the top left is the CallFire logo. Below it are navigation tabs for 'Current Call', 'History', and 'Link 1'. The main content area features a 'Lead Log' window with a title bar 'CallFire Leads Adams, Fred'. Inside the window, there are tabs for 'Details', 'History (0)', 'Opportunities (0)', 'Files (0)', 'Directions', 'Send Email', and 'Schedule (0)'. The 'Details' tab is active, showing a form with fields for 'Type', 'Status' (set to 'New'), 'Milestone', and 'Assign To User'. There are also 'Quick Assign' and 'Quick Add' dropdown menus. A 'Save' button is at the bottom of the form. To the right of the form are checkboxes for 'Call Script', 'Questions', and 'Filter Options'. Below the form, it states 'Campaign does not have a script.' and 'No history records exist.' At the bottom of the window, there is a copyright notice: 'Copyright ©2011 Double A Solutions LLC. All rights reserved. Terms and Conditions | Privacy Policy'. On the right side of the interface, there is a call control panel. It shows 'Calls Processed: 1' and 'Connected' in green. Below this, the name 'Adams Fred' is listed, followed by 'New'. There is a 'Go' button. Further down, there is an 'Export' button and a 'Refresh' button. A text field shows 'Ex: 2132212289' with a 'Transfer' button next to it. Below that are two buttons: 'SmartDrop™' (with a sub-note: 'LEAVES A PRE-RECORDED MESSAGE ON ANSWERING MACHINES FOR YOU. "NEXT CALL" TO CONTINUE') and 'End this call' (with a sub-note: 'ENDS YOUR CURRENT CALL WITHOUT LOGGING YOU OUT OF CALLFIRE. "NEXT CALL" TO CONTINUE'). At the bottom of the panel is a large green 'Next Call' button with a right-pointing arrow. Below that are 'Report an issue' and 'Logout' buttons.

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GALLERY

15.85 Credits Help CallFire




 [+ Create](#) [Campaigns](#) [Numbers](#) [Contacts](#)

Create Campaign




OUTBOUND CAMPAIGNS


- **Voice Broadcast**
Send recorded messages via phone.
[Send Voice Broadcast](#)
- **Text Broadcast**
Send a text message to your list of mobile phone numbers.
[Send Text Broadcast](#)
- **IVR Broadcast**
Use CallFire XML to define a phone tree for outbound calls.
[Create IVR Broadcast](#)

INBOUND CAMPAIGNS

- **Call Tracking**
Set up Call Tracking for your phone numbers.
[Set up Call Tracking](#)
- **Inbound IVR**
Use CallFire XML to define a phone tree for inbound calls.
[Create Inbound IVR](#)
- **Text Messaging Auto Reply**
Set up an automatic response to text messages.
[Set up Auto Reply](#)

PURCHASE / ADD-ONS

- **CallFire Credits**
Your usage will be debited from this prepaid amount.
[Add Credits](#)
- **Phone Numbers**
Purchase phone numbers for texts and phone calls.
[Buy Phone Numbers](#)
- **Text Keywords**
Receive incoming texts or set up text auto replies.
[Purchase Keywords](#)

**Cloud Call Center**
Unfortunately, Cloud Call Center is not compatible with your account on this system. You can set up a new account on [our old platform](#) to use Cloud Call Center. Contact us via chat or at **1-877-897-3473** for additional assistance.



UKRAINE | USA | UK | ISRAEL | EUROPE

Innovecs is a technology software development company that lives in the cloud.

A global company with offices in San Francisco, New York, London, Tel-Aviv with R&D facilities in Ukraine, the company specializes in serving Ad- tech, Gaming, Fintech, E-commerce, Transportation, Telecom and Healthcare markets. We focus on mobile and web development, blockchain, ad tech technologies, animation and art assets creation.

WHY INNOVECS



Highly skilled & Talented Engineers



Fast Hiring Processes



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Flexible partnership models



Deep Domain Knowledge



Inspirational Working Environment

HAVE SOME QUESTIONS?
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