

Call Control for Major Qualms

TO COMBAT RISKS, THE #1 CALL TRACKING APP MIGRATED TO TELNYX PROGRAMMATIC CALL CONTROL AND REDUCED COSTS BY 40%

About the Organization

PRODUCT

Call tracking and marketing analytics application.

PRODUCT FUNCTION

Automate the collection and analysis of marketing insights from inbound calls.

SCALE

20 million minutes per month and 75 million commands per month.

PRODUCT BENEFITS

Quantifying inbound marketing performance. Integrate with:

- Cross-channel campaigns (digital advertising, PPC, local, outdoor, etc.)
- A/B testing
- Marketing-to-sales handoff

Sophisticated analysis of call data and easier implementation of those insights.

The organization that develops this application has requested anonymity. They will be referred to as "the application" and "the organization".

The Challenge

Customizable, programmatic voice service without becoming a carrier.

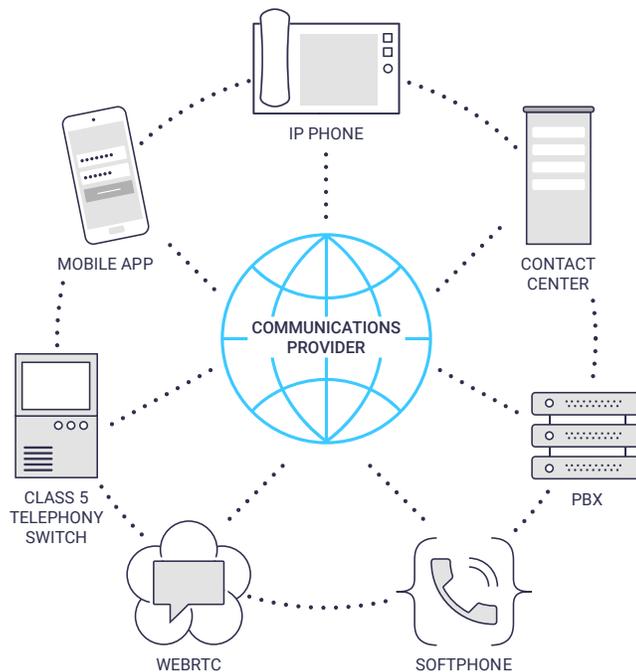
NO SIP IN THEIR STACK

While the organization's business depends on high-quality inbound calling, the application's value is not telephony-related. The application's value comes from enabling a specific type of marketing strategy, but low-quality calls render the application unusable.

Unless the organization wants to become a telephony carrier, the application must be built on a resilient communication platform that provides all the necessary functionality and fits their scale, coverage and roadmap.

The application relies on a communication provider to:

1. Provide top-tier inbound call service, local and toll-free phone numbers and text messaging.
2. Achieve deep integration between the application and its communication services to support modern, responsive app design and meet user expectations.
3. Minimize costs as much as possible.



Telnyx unifies and streamlines communication operations by consolidating numbers, messaging and voice in a single platform at a single endpoint.

CHECK OUT OUR
API Docs
[Review Docs](#)



TOP-TIER SERVICE

Most cloud communications providers are Over-The-Top (OTT) applications that repackage carrier services as programmatic APIs. They have preset, inflexible contracts with legacy telecom carriers and are completely dependent on those carriers for maintaining quality and troubleshooting issues. Many rely entirely on the (unsecure and spotty) public internet for connectivity.

Applications built on OTT communication providers cannot ensure quality, security or resilience.



DEEP INTEGRATION

Call control APIs establish a machine dialogue between the application and the communication service. The communication service sends the application notifications about the call (e.g. ringing, answered, recording started), and the application responds with commands (e.g. transfer call, play audio, hangup).



MINIMIZE COSTS

Call control is a sophisticated telephony product that costs applications a substantial chunk of their revenue. Organizations can save on costs by purchasing services a la carte, cutting out intermediaries to get closer to core carrier services, unifying services through one vendor.



CHOOSING A PARTNER

Beyond the considerations above, committing to a platform is an investment of development hours and a statement of confidence in the quality and robustness of that platform. In that way, choosing a platform is also choosing a technology partner that can serve as a communications expert and advisor for optimizing the platform for the application.

TELNYX PRODUCTS USED

- Call Control
- Programmable SMS
- SIP Trunking
- Local Numbers
- Toll-free Numbers
- Call Recording
- Telephony Data
- Virtual Cross Connect

The Solution

Unified, unprecedented control over global carrier services.

TELNYX UNIVERSAL SERVICE

By unifying their communication services with Telnyx, a true carrier with global facilities-based infrastructure, the company:

- Hardened their service with better quality and more secure inbound calling.
- Cut out intermediaries to gain access to core carrier services.
- Integrated with a flexible platform that can support sophisticated call tracking and inbound calling at feature parity with typical voice services.
- Gained access to a global market through Telnyx global numbering and private IP network
- Partnered with a communication provider innovating on behalf of next-generation applications.
- Reduced costs.

PROGRAMMATIC CALL CONTROL API

Telnyx enables comprehensive, granular control over call flows through the Call Control API. The application can programmatically manage these caller experiences from a low latency endpoint:

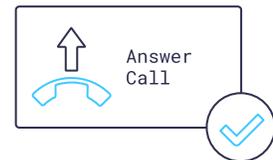
- Answer, transfer and end a call.
- Play recorded messages.
- Record a call.
- Let callers respond to a prompt via touch tone menu (DTMF).
- Fork the call to multiple destinations.

The developer-friendly platform helps Telnyx and our customers do what each does best. Telnyx provides clear and secure calls. The call tracking application builds delightful user experiences and improves their customers' marketing operations.

TELNYX CALLBACKS



APPLICATION COMMANDS



“
Phone service is critical to call tracking services and requires top-tier reliability from any cloud communications company: 24/7 engineering support, low customer service wait times, white glove customer success and 99.999% uptime.”

GLOBAL NETWORK & ANYCAST IP

Telnyx maintains a private IP backbone across North America, Europe and Asia. The inherent benefits of private connectivity – namely improved quality, a reduced chance of dropped connections and better security – extend to API calls as much as phone calls. Telnyx was chosen for our private footprint, which covers both the application’s current user base and the markets they’ll soon be targeting.

Additionally, we’ve built parallel anycast IP architectures for both voice service and our Call Control API. Anycast architecture provides for more straightforward implementation and minimized contact with the public internet.

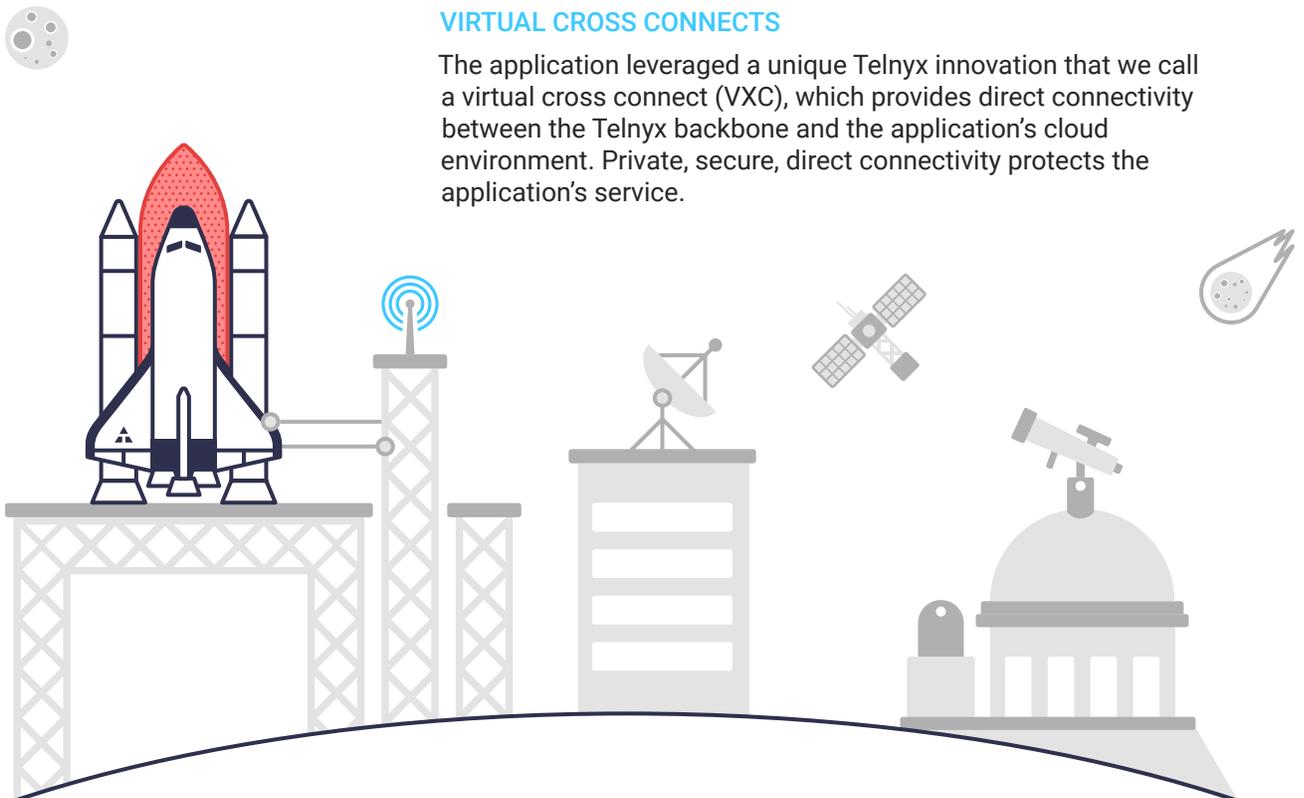
Because the application makes as many as 2.5 million commands per day, reducing the latency of those interactions is paramount to enabling truly responsive, real-time call tracking.

UNIFIED COMMUNICATIONS

The application streamlined future development, employee training, troubleshooting and negotiations by centralizing all communication services through the Telnyx platform, including purchasing local and toll-free numbers, sending SMS messages and accessing telephony data like caller ID names and routing numbers.

VIRTUAL CROSS CONNECTS

The application leveraged a unique Telnyx innovation that we call a virtual cross connect (VXC), which provides direct connectivity between the Telnyx backbone and the application’s cloud environment. Private, secure, direct connectivity protects the application’s service.



The Benefits

Call tracking built on customizable carrier services.

ACCESSED CORE CARRIER SERVICES BUILT ON A GLOBAL NETWORK

Hardened call service

- Clearer calls with fewer dropped calls
- Secure connectivity

Bypassed intermediaries

- More control
- Better service
- Lower costs

Gained access to global and resolve issues they encounter.

INTEGRATED WITH A FLEXIBLE DEVELOPER PLATFORM

Unparalleled control over call functionality

- Sophisticated call tracking
- Responsive, real-time application

Improved developer experience

- Faster development
- Easier troubleshooting

Full feature parity with traditional voice.

[View our API documentation now.](#)

CHOOSE A DEDICATED TECHNOLOGY PARTNER

Unified communications in one vendor

Around-the-clock support

- Communications expertise and insight into our service

Endless innovation

- Improved user experiences

Conclusion

CALL TRACKING IN THE CLOUD

One of the world's leading call tracking applications migrated 20M minutes of voice traffic to the Telnyx platform, because they were looking for better control, lower rates and a dedicated communications partner.

One month and 75M API commands later, they've built a voice service that is resilient and future-proofed. In the process, [they've reduced costs by 40%](#), opened up new markets and partnered with the industry leader in RTC innovation.

