



CounterPath
an Alianza Company

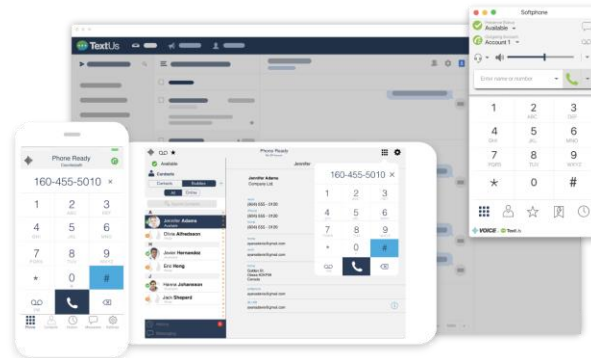
Case Study

TextUs, A Leading Business-Class Text and Voice Calling Provider Deploys CounterPath Solutions After Failed Experience with WebRTC Solution



"Under the previous solution we lost multiple sizeable deals that we should have easily won because of the call quality and connectivity issues,"

Shawn Briggs, Director of Voice Engineering at TextUs



Synopsis

TextUs is the world's leading real-time communication platform reinventing how businesses communicate with their leads, candidates, and customers. TextUs lets teams communicate in real time, providing flexibility and control over text messaging, chats, phone calls, and team collaboration. TextUs Voice is the next step in their offering, complimenting TextUs' already industry leading SMS service with a robust and feature rich voice and video client offering.

TextUs **initially deployed a WebRTC based solution from Acrobits** to add voice calling to their offering in August 2018. This was **followed by extreme dissatisfaction with the solution and a number of issues**, which WebRTC solutions are prone to, including:

- No support for conference calling
- Severe latency and 2-3 second delays when a call initializes
- Difficulty storing and managing contacts
- No reporting and analytics into call quality issues

After expending **almost a year's worth of time and resources trying to get an inferior solution to work** they chose to partner with CounterPath to build a native desktop and mobile client to rectify these issues and get this new product back on track.

Situation

The previous **WebRTC solution resulted in poor audio quality including excessive delays** and routing issues resulting in **delayed time to market and missed opportunities with customers**.

- TextUs felt they needed to compile data on what was going on, in order to address the root cause of the issues, but had no available call analytics and no means of reporting on endpoint activity
- Although the WebRTC solution was cheap, it was not easy to use, it was not reliable and it lacked core features which their customers were looking for, such as conference calling



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“Customer feedback has been extremely positive and has allowed us to differentiate our solutions and compete more effectively.”



“One of our largest customers went from having call quality and connectivity issues for a couple months under the old app, to having them immediately resolved when TextUs Voice was deployed.”

The CounterPath Solution

The CounterPath Solution consisted of **white-labelled Bria Enterprise** and Stretto™ Platform, including user experience metrics and helpdesk. The white-labelled solution is called TextUs Voice, and it has **resolved all previous headaches and concerns.**

Solution Components

Bria Enterprise

- HD audio codecs
- Click-to-call, API integration, and other UC features within client
- Ability to add participants to an established call for up to multi-party audio conferencing

The Stretto™ Platform

- Provisioning and configuration management
- User experience metrics and help desk
- Mobility management

The Impact

After switching to the CounterPath solution, the voice traffic issues the company was experiencing were eradicated. TextUs Voice **no longer experiences voice lagging** and delays or issues with call routing, and they are now able to achieve more than simply two-way calling. With Bria, users can add participants to active calls from existing calls or conferences, escalate to video, or multi-party collaboration sessions supporting 200 participants.

In addition to this, TextUs have benefited from an OEM-grade provisioning and management platform, allowing them to **seamlessly deploy and manage** the TextUs Voice application as well as being able to review analytics on call quality and as well as access support features.



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“Stretto has made things much easier for us. It’s now two to three times faster to get an account up and running and a customer onboarded.”



Company Offerings

TextUs offers their customers a leading business text messaging service, and now with TextUs Voice, they are able to offer their customers a voice solution through the use of their own voice platform.

Benefits & Results

CounterPath white-labelled Bria Enterprise and Stretto Platform has allowed TextUs to offer voice services to its customers. Switching from an inferior WebRTC solution has had **tangible and measurable benefits** for TextUs, including but not limited to: **eliminating voice traffic latency** and delays, **eradicating issues with call routing**, expanded features and client capabilities, and an immediate impact on their sales and market reception of this new offering.

About CounterPath

CounterPath is revolutionizing how people communicate in today’s modern mobile workforce. Its award-winning Bria solutions for desktop and mobile devices enable organizations to leverage their existing PBX and hosted voice call servers to extend seamless and secure unified communications and collaboration services to users regardless of their location and network. CounterPath technology meets the unique requirements of several industries, including the contact center, retail, warehouse, hospitality, and healthcare verticals. Its solutions are deployed worldwide by 8x8, Airbnb, AmeriSave, BT, Citibank, Comcast, Fusion, Fuze, Halo Health, Honeywell, Hootsuite, NICE inContact, Liberty Global, Uber, Windstream and others. Learn more at counterpath.com and follow on Twitter [@counterpath](https://twitter.com/counterpath).

Let’s Start Talking

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