

PhoneBurner

A SaaS tool delivers industry-leading service with high-quality voice

PhoneBurner

phoneburner.com

- US-based SaaS sales enablement platform
- Mission to shorten the time to human interaction
- Powers more than 2 million monthly conversations
- Makes deep connections with local communities and orgs



Challenges

- Foster human-to-human interactions
- Eliminate quality lapses to deliver best-in-class performance and connectivity
- Wanted to focus on maintaining customer retention

Solutions

- Lumen is a Tier 1 carrier with a world-class network
- Lumen Hosted VoIP provides integrated calling service
- Cloud-ready SIP and APIs of Lumen Voice Complete optimize communications
- 600 Global Concurrent Call Paths (CCPs) with future growth to ~2,500

Results

- 10-30% increase in answer rates
- Consistently “excellent” quality
- Improved NPS and Net Effectiveness Ratio
- Securing new clients and winning back old ones



75+

Net Promoter Score

10-30%

increase in answer rate

98%

of calls receive a Mean Opinion Score of 4.43

LUMEN[®]

Challenge

Delivering world-class voice services to customers

PhoneBurner believes human-to-human interaction is the future. Even though they prioritize technology, they're also focused on accelerating the time to live human engagement.

"Our core mission is to drive high-quality conversations, so we need our customers and the people they're calling to hear each other perfectly," says PhoneBurner CTO Kevin Reeves. But not all networks are created equal, which makes delivering high-quality voice a challenge.

PhoneBurner was operating at industry-standard levels, but they wanted to become industry leaders by boosting their answer rates and improving their net promoter scores (NPS) and mean opinion scores (MOS). Doing so would require them to search for a new provider.

"We needed to deliver better," said Reeves. "We wanted to partner with the highest-quality provider possible to deliver the best voice for human interactions."

Solution

A dedicated partner delivers the best network to power conversation

PhoneBurner has a rigorous process for evaluating new vendors, and "Lumen checked all the boxes," said Reeves. Lumen is a recognized Tier 1 carrier, capable of providing a world-class network.

PhoneBurner was also impressed by Lumen's approach and dedication to the partnership. Lumen's product leadership team attended a meeting early in the process to learn more about PhoneBurner's business and find the best solutions. "It was obvious we were getting respect from the highest levels of the organization," said Reeves.

From discovery through onboarding, Reeves says the Lumen team displayed creative, out-of-the-box thinking to address PhoneBurner's pain points around quality. "The Voice Complete solution met that need perfectly."

Lumen technology had a positive impact on the delivery of the voice product, removing a significant burden from Reeves and the support team.

Lumen Solution Set

- Lumen Hosted VoIP
- Lumen Voice Complete

“ I am in the service delivery business and working with Lumen has made delivering that service to my internal customers so much better.”

— Kevin Reeves
CTO, PhoneBurner

Results and Future Plans

Increased performance that thrills new and returning clients

Since implementing Lumen's voice solutions, PhoneBurner's answer rates improved by 10–30%. Their Net Effectiveness Ratio also increased, testifying to improved deliverability. "The call quality has been absolutely incredible," said Reeves.

Customers have noticed the improvement. PhoneBurner's NPS is now over 75, and PhoneBurner clients consistently score their experiences as "excellent," with 98% of calls having a MOS of 4.43.

Happier customers translate to more customers. "We hear every day about winning new business because of call quality and performance," said Reeves. Win-back campaigns have succeeded, too, lowering customer churn.

To other companies considering partnering with Lumen, Reeves says, "Bring your A game, because they bring theirs."

The telecom space is difficult and ever-changing. Success requires companies to innovate and partner with others who share the same vision, and PhoneBurner found that in Lumen.

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