

## Full-Service Customer Engagement Center Achieves Cost Savings by Transitioning from Cumbersome Legacy Equipment to Atmosphere®

*Atmosphere® solutions provide Argo Marketing Group with the flexibility and scalability that's made them one of INC magazine's fastest growing companies three years in a row.*



### The Challenge

*Needed a provider whose diverse network allows for flexible routing call patterns.*

In 2003, Argo Marketing Group was a campaign management firm that handled contact centers around the world. By 2008, they had purchased a 100 seat call center, shifting their focus from campaign management to coordinated services like direct-response sales and customer engagement support in house.

Argo CEO, Jason Levesque, knew that to manage his company's growth he needed a flexible and scalable solution that avoided costly legacy systems while remaining cost effective. He also needed to painlessly test new development opportunities while proving effectiveness and ROI to potential new clients.

Today, Argo has more than 500 employees across three geographic regions in Maine, providing 24/7 care to domestic and international customers through phone support, e-mail, social media, text, and live chat.

### Why Atmosphere®

*100% cloud-based solution provided the scalability and flexibility needed to support a growing and evolving customer base.*

In its early days as a campaign management firm, Argo had clients who needed multiple contact centers to handle massive amounts of inbound calls across carriers and time zones. The Atmosphere® team was able to provide a cloud based service to make this happen - something no one else at the time was able to do.

As it grew, Argo needed to accomplish two main tasks: to understand what its 500+ employees were doing at any given time, to increase efficiencies and to be able to offer a "one stop shop" to clients without taking on costly legacy equipment. The Atmosphere® services allowed Argo to seamlessly integrate IVR and live agent solutions under one umbrella, creating a one stop shop, while also generating employee performance metrics for internal review.

"After looking at several other companies who claimed to provide advanced call routing technologies, I was drawn to Atmosphere's unique combination of flexibility and development. They offered services that didn't lock Argo into any legacy equipment like some other companies and everything was 100% cloud based. Couple that with gate, agent, and facility level data, near real time reporting, time of day routing, round robin routing, and priority routing, and they [The Atmosphere® team] offered us a powerful set of tools to support our client's needs."

### Results

*Saving clients money and providing quality service.*

When Argo decided to transition to a full-service call center, the Atmosphere® team was able to get them fully operational in three weeks through their virtual automatic call distributor

### INDUSTRY

Direct Response

### COMPANY

Argo

### PRODUCT

Atmosphere®  
ACD  
VPD  
IVR  
Call Routing

### ROI

Overall annual savings of \$250,000+, improved customer experience, more uptime, better reliability

Everyone in this business wonders, "Are we up? Can we service our clients? If something does happen, we know we have 99.99% uptime and 24/7 support. I sleep better knowing Atmosphere® support is there."

Jason Levesque,  
CEO, Argo  
Marketing Group



[Atmosphere]. Later, when Argo purchased a 100 seat call center, Atmosphere® helped them go live with 100 new employees - fully uptrained - in just four weeks. Argo has used the Atmosphere® services ever since.

“Your business has to evolve, or people begin to wonder why it’s not. You have to be adaptable and consistently rethink how you produce services. Atmosphere® helps Argo weather the expansions and contractions of running a successful company.”

Thanks to Atmosphere’s flexibility, Argo is better able to handle multiple medium interactions with consumers through integrated email, chat, social media, and live agents. The Atmosphere® team has helped keep Argo cost efficient as they have continued to grow and provide new communication platforms to their clients.

“Quality experience is the primary driver for why call centers win. No dropped calls and good call quality are essential. Every ounce of support and cost savings are critical to our survival. We’re keeping and retaining clients because the Atmosphere® team is looking at key indicators alongside Argo.”

### Features/Benefits Call Out

Atmosphere® delivers contact center efficiency and management through industry leading solutions, including interactive voice response (IVR), cloud routing, virtual automated call distributor (VACD) and predictive dialing services, bringing the following benefits to hybrid and cloud contact centers:

- **Powerful Cloud-Based Platform** – Scale on demand with a platform built to support Direct Response volumes, delivering flexible and flawless user experiences with cutting-edge features
- **Personalized Approach** – Solve unique business challenges with services delivered on top of a flexible API-based multi-tenant architecture
- **Voice Quality and Flexibility** – Optimize agent productivity with unlimited call paths and real-time routing backed by IntelPeer’s high-quality voice services and carrier-grade network
- **Comprehensive Reporting** – Gain total visibility through real-time metrics for agent productivity, service level, and network performance
- **Reliability** – Atmosphere’s technical footprint expands across multiple data centers for scalability and business continuity to ensure 24/7 availability
- **Implementation and Cost Efficiencies** – Get up and running in a fraction of the time and cost by working with one company for both network and call center solutions

### Get Started with Atmosphere® Contact Center Solutions Today

To see how Atmosphere® can help you get more from your contact center solutions and reduce costs, email us at [sales@intelepeer.com](mailto:sales@intelepeer.com), call **1.877.336.9171** or visit us at <http://www.intelepeer.com/cloud-based-contact-center-software-platform/>



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