

# Know how India's leading conferencing service provider reached a billion customers with Jio's SIP Trunk

#BusinessOnJio

## About the customer

One of the leading audio conferencing service providers in India, this company conducts thousands of conference calls to enable effective communication for businesses across industry verticals. In addition to audio conferencing, the customer also offers MultiCalling, mass notification, IR call solutions, video and web collaboration tools.

## 01 CHALLENGES

Our customer faced some unique challenges.

- **Required quick upgrade and downgrade**, as their need for SIP Trunk Channels was absolutely project-based
- **Low call acceptance**, as their calls often appeared as spam calls when landing on recipients' phones

With a very prestigious project in hand, the customer required 10,000 SIP Trunk Channels overnight, that too only for a limited period.

Also, there was a pressing need to display the name and number for the particular campaign on call recipient's phone.

## 02 SOLUTION BY JIO

While most operators expressed inability to deliver, Jio went out of the way to service this requirement. After extensive brainstorming and deliberation with Product, Network & Technology, and Legal teams, Jio came up with an innovative solution.

- 10,000 additional SIP Trunk Channels were activated in just one day without any additional hardware upgrade
- eCNAM/eNUM feature in Jio SIP Trunk was activated without any extra cost to ensure that the campaign name appeared on recipients' phones

## 03 THE RESULTS

A leading political party used this solution for their campaign in West Bengal State Election. And the results were amazing...

**40 Lacs+**

customers contacted in the span of 10 days

**25% increase**

in number of customers accepting the calls resulting in increased minutes of usage and higher revenue.