bandwidth

QWASI Chooses Bandwidth's App Platform to Give a Voice to its Omnichannel Platform

Powerful AIM User Interface helps enterprises scale for global customer engagement

QWASI technology



In today's mobile world, customers can choose from dozens of ways to interact with businesses and brands, from email to the web to social media, text messages, phone calls and more. The challenge for enterprises has been managing the complexity of the customer engagement across all these new forms of communication. It has been both a customer experience and technology challenge to keep up.

QWASI's AIM User Interface is a cloud-based platform that provides enterprises with one view of all customer engagement. AIM allows users to engage with their customers globally with real time messaging across Push, SMS, MMS, IVR, Social, Messaging apps and new trending channels. AIM delivers 1000+ Features, plus millions of global API calls daily for top global retailers, hospitality, travel and financial enterprises.

QWASI works with enterprises to augment existing and legacy data to deliver targeted, contextualized mobile experiences to end customers. The platform stores all consumer events—such as earning 500 points in a loyalty program, contacting customer service or engaging on social media—in one place. Then, the software completely automates everything about how the end customer experiences that product or service based on individual consumer preferences.

SITUATION: TELECOM PARTNER NEEDED FOR VOICE & IVR FEATURES

QWASI's software enables mobile interactions over MMS, SMS, email, Push notifications, social and more, but the company was looking for a partner that would help it enable voice and IVR notifications through the AIM platform. Adding voice to the omnichannel platform would mean that QWASI's clients' customers would be able to receive phone call notifications and customize an IVR (Interactive Voice Response) experience for collecting input from those phone calls.

Speed to market is paramount to everything about QWASI's business model and platform, and implementing voice and IVR would be no different. As a growing startup with deep expertise in software development and integration, QWASI needed a partner that could do the heavy lifting of telecom. The company didn't want the burden of building its own infrastructure and the huge time drain and upfront development costs that come with it. The QWASI team quickly realized that they needed both cloud-based APIs that would easily integrate with their platform, and a partner that could could grow and scale with them to support their enterprise clients' needs.

> *"By going directly to the carrier, we know exactly what we're getting and that the team behind our offering is at the top of its game when it comes to network reliability. We're looking forward to continued partnership with Bandwidth."*
>
> **Jon Thies**
> **Chief Technology Officer**
> **QWASI**

ACTION: GO DIRECT TO CARRIER, CUT OUT THE MIDDLEMAN

When QWASI began the search for a cloud communications API partner, it discovered a wide selection of platform vendors from which to choose. However, Chief Technology Officer Jon Thies and team soon discovered that many of the candidates they were evaluating worked with a single phone network operator. That operator was Bandwidth. QWASI quickly learned that Bandwidth was in fact the only CLEC that also offers cloud-based APIs, allowing its customers to work directly with the operator.

The QWASI team decided to go with a direct-to-carrier cloud API platform from Bandwidth because having that level of network access was important for both service and economic reasons.

RESULTS: A NEW WAY TO SUPPORT GLOBAL ENGAGEMENT

QWASI and Bandwidth completed the voice calling and IVR integration in a matter of weeks. Bandwidth's flexible API calls made it easy for QWASI to plug the IVR functionality right into its platform with very little effort from its development team.

By going direct-to-carrier, QWASI was able to minimize its upfront investment in IVR and avoid paying markups imposed by a network reseller. The IVR functionality was another win for this growing enterprise software developer—allowing QWASI to respond quickly to its customers' requirements with a completely integrated solution.

"We decided early on that our quickest route to market was to leave the complexities of telecom to the leaders in the space. Bandwidth was a logical choice for enabling voice calling and IVR functionality on the platform. They made the integration process very simple and quickly got the service up and running," said Thies.

"By going directly to the carrier, we know exactly what we're getting and that the team behind our offering is at the top of its game when it comes to network reliability. We're looking forward to continued partnership with Bandwidth."

ABOUT BANDWIDTH

Bandwidth's network powers voice, 9-1-1 and SMS services for many of the country's largest, most recognizable brands such as Google, Skype and Ring Central. Bandwidth customers can choose between three distinct platforms to access the company's network and services, depending on the degree of telecom infrastructure a customer wants to outsource versus handle in-house. Regardless of the platform used, Bandwidth's tools provide ready access to a nationwide network, so customers can search for and provision thousands of numbers in seconds.