

## CASE STUDY

### CONVERGIA ARGENTINA DEVELOPS THE SIP TRUNK SOLUTION FOR DARC GROUP'S BRANCHES



## THE CHALLENGE

In the DARC group, I had the vision of transforming our analog telephone communications into digital technology. One of the key components of a business is its dependency on the efficiency of telephony communication, especially in the Sales department (**Call Center**) and After Sales Services. Due to the rapid growth of the company along with the challenge of accompanying this growth with digital technology (**Telephony**), we were led to explore other alternatives provided by Convergía through its Technology Partner, Telered.

## THE SOLUTION

The solution consisted of the establishment of a 30 Channel SIP Trunk Service in each of the DARC Group's branches, delivered through a dedicated 2Mb link for voice, to provide flexibility, security and quality of service (**QoS**). The first stage of the project included 6 branches, where planning was joined with the client to carry out the implementation of work with the minimum impact on the regular operations of the DARC Group.

## RESULTS

Thanks to the services provided by Convergía Argentina (**a dedicated Data Link and SIP trunk for telephony**), Darc Group has seen a substantial improvement in its telephony platform. Interaction from our Call Centre with different clients of the concessionaire has been more fluid thanks to the benefits of the IP telephony solution. Communications after this migration have also become cheaper than the traditional analog.

The After-Sales Service department was also positively impacted as they are now able to offer customers a more effective means of communication. **"The technological solution provided by Convergía, together with the work of our Telered Partner, not only allowed us to access first-level technology but also experience a level exceeding the market standard in customer service. The service attitude and provision to any requirement is a great differentiator for Convergía in the telecommunications services market."**

Juan Bemby  
Telephony Services Manager