

Minimizing Teleconference Customer Churn

Can you afford to lose any client? If you are not careful you can increase your client churn by putting them on the wrong conference platform. Choosing the largest teleconference service provider has no correlation to the quality of the service. Sometimes the largest service providers are using inferior technology because of cost considerations.

There has been a major change of underlying teleconference technology in order to save costs by deploying VoIP bridges versus the older Time Division Multiplexing (TDM) bridges. Using VoIP bridges is fine if the conference calls are for intra-company lower-level staff conferences where attendance is mandatory.

Executives and upper-level managers are not happy with or even want to endure a low quality conference call. For any sort of sales calls or high end web conferences where the cost to get an attendee is extremely high, using lower quality conference calling platforms is self-defeating.

Can you really hear the difference? Yes, and it is easy to test the different technologies on a subjective and objective basis. I have included information below to make your own conference calls on the two different types of technologies and network connections. In addition to calling these different types of conference bridge technologies I have hired a consulting firm to perform specific objective speech quality testing. The results of this objective can be found in the document below titled "Teleconference Bridge Speech Quality Testing." The definitions of the testing protocols are included in the PDF document "GLVQT". Downloads of these documents are also available here:

<http://www.wholesaleconference.com/testing.html>

You can make your own test calls to a TDM bridge using TDM network connectivity and to a VoIP bridge using VoIP connectivity by using these conference rooms:

TDM bridge with TDM connectivity on a Tier 1 carrier

(702)443-9020

Moderator Code: 92555 #

Attendee Code: 82555 #

VoIP bridge with VoIP connectivity on a Tier 1 carrier

(213)271-1453

Moderator Code: 92555 #

Attendee Code: 82555 #

Conclusion

Obviously no one wants to see customer churn over quality issues but there are solutions. Find a service provider who guarantees the type of technology and the type of network connectivity your clients will receive. There are some 2nd tier service providers that are exclusively using TDM bridges on TDM circuits but many are moving to VoIP platforms because of lack of factory support for the older bridges. The first tier service providers are typically only using the older TDM bridges for expensive operator assisted calls, not for the day to day reservation-less conferencing services. There is a large differential in the price per port of a TDM bridge versus a VoIP bridge, usually a factor of three times. Going forward you can expect more service providers putting your clients on VoIP bridges in order to stay competitive. The single most expensive part of growing a base of clients are the marketing expenses, there is no reason to let lower quality teleconference service increase your client churn.

Herb Levitin is the founder of WholesaleConference, a Santa Barbara, CA hardware based service provider of fully branded e-commerce sites for toll-free, flat-rate toll teleconferencing and web conferencing. WholesaleConference specializes in providing advanced web-based user features for conferencing services.

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