PhoneBurner vo:pfuture

From Crisis to Clarity: How PhoneBurner Restored Call Quality in 24 Hours

The Challenge

PhoneBurner urgently needed a proactive monitoring solution to detect and troubleshoot voice issues before customer complaint

The Solution

Voipfuture provided PhoneBurner with a comprehensive monitoring solution through Qrystal for AWS

The Results

PhoneBurner achieved significant immediate and lasting improvements in their service delivery

About PhoneBurner

Founded in 2008, PhoneBurner is a technology company that has revolutionized phone-based relationship building and sales. Operating with a US-based remote team of software engineers, programmers, and sales professionals, they've built their reputation on enabling meaningful conversations rather than traditional automated dialing.

Their technology helps sales professionals become more productive and better organized while maintaining the personal touch that's crucial for relationship building. This commitment to quality and user experience has made them a trusted partner for businesses requiring reliable, human-centered calling solutions.

The Challenge

Urgent Need for Network Visibility

Following FCC action in January 2023, PhoneBurner faced a critical situation when they had to replace their main interconnection partner. This transition led to severe service disruptions that persisted for several weeks:

- Customers reported one-sided calls where their employees couldn't hear their customers
- Calls were unexpectedly dropping after a few minutes, without apparent cause
- Traditional monitoring tools like Homer and Wireshark provided only partial visibility:
  - Limited to reactive troubleshooting after customer complaints
  - Focused mainly on signaling issues
  - Minimal insight into RTP voice call quality and performance
- Two-day service interruption impacted their entire customer base
- Existing tools couldn't effectively assess call quality or link issues to specific network problems

The Solution

Rapid Cloud-Based Implementation

Voipfuture provided PhoneBurner with a comprehensive monitoring solution through Qrystal for AWS:

It all began when PhoneBurner's CEO Chris Sorensen discovered Voipfuture through a Google search for "SIP monitoring." After reaching out through a website contact form on a Saturday afternoon, things moved quickly. Voipfuture immediately arranged a high-priority meeting with key stakeholders from both companies that same evening, demonstrating their commitment to rapid problem resolution.

Taking advantage of cloud computing flexibility, the implementation team deployed Qrystal for AWS within PhoneBurner's VPC in just a few hours – a process that would have taken months with traditional on-premise hardware solutions. This swift deployment was possible through seamless integration with PhoneBurner's existing AWS infrastructure.

The Qrystal solution provided PhoneBurner with comprehensive network visibility, covering both signaling and media planes. Their engineering team gained access to an intuitive monitoring interface that enabled real-time issue detection and resolution. The platform's advanced capabilities included time-slicing technology for temporal call quality information, detailed KPI tracking, and sophisticated root cause analysis tools.

Throughout the implementation and beyond, Voipfuture's voice experts worked directly with PhoneBurner's engineering team, providing guidance and expertise to optimize the solution for their specific needs. This collaborative approach ensured that PhoneBurner could fully leverage all monitoring capabilities to improve their service quality.

The Results

Swift Service Recovery and Ongoing Improvements

PhoneBurner achieved significant immediate and lasting improvements in their service delivery:

- Successfully resolved one-sided call issues
- Eliminated unexpected call dropping problems
- Restored normal service operations for their customer base
- Established ongoing monitoring for proactive issue prevention
- Developed a strong working relationship with Voipfuture for continued service optimization

Michael Wallbaum,

Director of Product Marketing at Voipfuture:

"Utilizing the benefits of cloud-based computing provided by AWS a Qrystal for AWS system was up and running in the PhoneBurner VPC within a couple of hours something that would have taken months with an on-prem HW based solution."

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