

# CASE STUDY: VONOCALL

## Keeping Customer for Life: VonoCall Works with IPsmarx to Build a Successful Global VoIP Business Based on Customer Satisfaction



**Client:** VONOCALL  
**Location:** Dallas, Texas, United States  
**Product:** Class 5 Softswitch & Calling Card Solution

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### THE CHALLENGE

Ibrahim Qattan, operations manager at VonoCall, a Dallas-based VoIP services provider, knows exactly what it takes to satisfy his customers and build a business that will be successful over the long term: "When you have all the pieces put together— your system is always running, your customers never experience any downtime—then you keep your customers for life."

Putting all the pieces together was a problem with the open source VoIP system Mr. Qattan and his team originally purchased in 2002. The only way to get the modules and security features his team and his customers needed was to develop them themselves, a time-consuming and costly proposition for a small business. What's more, the system was complicated to use and often down, and the call clarity was consistently poor. As Mr. Qattan recalls, "I lost a lot of customers because of the downtime, because of the call quality, and because we couldn't offer everything our customers needed." Unable to meet either his company's or his customer's needs with the open source system, Mr. Qattan turned to the IPsmarx VoIP solution in 2008.



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Ibrahim Qattan,  
Operations Manager, VonoCall

## THE SOLUTION

From the beginning, Mr. Qattan noticed a number of advantages the IPsmarx system offered over the old open source system: “First, everyone, from our customers to our administrators, finds the system very straightforward and easy to use. What used to take multiple steps in the old system now takes only two or three simple steps. Second, the IPsmarx system has all the modules we need for our calling card system and our residential customers. Plus, I can have different languages running on our system, which is important for our customers who cannot speak English. Third, the system is completely upgradable, so it can grow as we grow.”

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More importantly, however, the IPsmarx solution has a redundant system built in that not only does backup, but also keeps the system running when it would otherwise go down. As Mr. Qattan notes, “With this system, my customers never feel that they’re having any problems. For us, having a stable system means having a steady customer. That’s how you keep customers, and that’s how you grow your business.” In the future, VonoCall is looking to expand its customer base into new markets like Saudi Arabia, in part because of the IPsmarx system’s ability to function properly in Arabic. However, whatever markets VonoCall chooses to enter, Mr. Qattan is confident that IPsmarx will be a part of his company’s continued success: “If I had to go back in time, I would certainly still choose IPsmarx, and I would recommend it to anybody who asked me. IPsmarx makes sure our customers get exactly what we promise them.”



## ABOUT VONO CALL

Call from any phone. No access, No PIN and no Long International numbers, all called numbers are forwarded to local numbers. Choose your plan and setup your rates.

[www.vonocall.com](http://www.vonocall.com)

## ABOUT IPSMARX

Established in 2001, IPsmarx has proven itself a leader in VoIP and communications technology, equipping service providers in 80 countries with the solutions they need to adapt to evolving markets and drive revenue. IPsmarx systems make use of mature technology integrated with the latest innovations to provide competitive prepaid telephony and VoIP solutions. These include the IPsmarx International Mobile Top Up Solution, PINless and Calling Card Solution and Breeze Mobile VoIP Solution. With over a decade of experience deploying more than 1000 systems for a wide range of applications and companies—from international hospitality brands to tier 1 telecom operators—the IPsmarx team is expert at adapting these solutions to clients' specific needs and opportunities.

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