



How to Use Flat Rates to Boost Revenue in the Wholesale VoIP Business

The Residential VoIP industry thrives by offering flat rates and package deals to their end users, but now there is a way for Wholesale Carriers to take advantage of these marketing strategies as well. One advantage of the IPsmarx platform is that carriers have the option to define a flat rate as opposed to billing strictly per minute.

Using the IPsmarx Wholesale Switch, carriers can set a flat monthly rate for specific destinations and allow their customers to send a limited amount of traffic to that destination for the predefined rate.

How does it work? Carriers can achieve this in three simple steps.

1. Select a destination. Let's use India as an example.
2. Determine the number of ports to offer to each customer. Let's use 12 ports, for example.
3. Define a monthly flat rate for 12 simultaneous calls to India.

By offering a flat rate, Carriers generate a consistent revenue stream by establishing a loyal customer base. This can ensure profitability regardless of fluctuations in market prices.

Carriers can also use this feature to reserve a certain number of ports for their customers. For example, a Carrier can guarantee 10 ports to Cuba as an added incentive for one of their customers. In this case the Carrier can rest assured that they will sell 10 ports to Cuba each month, while the customer benefits from having guaranteed capacity to Cuba.

For more information about the IPsmarx Wholesale Switch and the benefits of setting flat rates, contact us.

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