



# PREMIERE CONFERENCING ENHANCES RELIABILITY AND IMPROVES CALL QUALITY

## SUMMARY

### COMPANY

Premiere Conferencing offers a variety of automated, operator assisted and event conferencing solutions for businesses worldwide.

### CHALLENGE

Companies worldwide rely on Premiere to support mission-critical operations. Premiere was satisfied with the voice solutions implemented in its Canadian operations, but wanted to increase quality, cost effectiveness and service reliability.

### SOLUTION

Allstream transferred Premiere's voice services to its network and modified the company's service transport infrastructure from copper to DS3.

### OUTCOMES

- Improved call quality and conference efficiency
- Reduced call drops
- Improved customer service and guarantees

## BUSINESS CHALLENGE

Companies worldwide rely on Premiere Conferencing to support mission-critical operations. Without the highest quality, productivity can suffer, affecting customer bottom lines and Premiere's corporate credibility.

"Our quality of service has a direct impact on our customers' business effectiveness," said Derick Shiwprasad, Technical Manager, Premiere Conferencing. "With changing economic trends, conferencing has become one of the most important tools for communication and collaboration."

## SOLUTION

Shiwprasad was relatively pleased with the company's existing voice solution. But he knew that Premiere could deliver even greater quality to its customers by working with a local provider. Allstream proposed the optimum package – excellent pricing, local service and network availability. "Allstream's Central Office is right in our building, which is of significant value in terms of provisioning, reliability and service. It's one less hop that we have to worry about."

After migrating Premiere's voice services to its network, Allstream worked with Shiwprasad to modify Premiere's service transport infrastructure. Premiere was experiencing dropped calls and echo with its copper lines. The company also maintained a significant number of circuits and was looking for a simpler and more cost-effective approach to turn up. Allstream converted Premiere's copper to DS3 to ensure quicker turn up cycles and to reduce costs.

## BUSINESS OUTCOMES

There were marked improvements with the new DS3 facility. The inherent quality of transport eliminated any incidence of dropped calls. "Prior to partnering with Allstream, our call quality was at acceptable levels for the demanding nature of our industry," noted Shiwprasad. "But once we moved over, the whole process was much cleaner. We saw a significant difference in call quality, which was excellent for us because our credibility and leadership hinges on it."

The service improvements also positively impacted Premiere's customer acquisition and retention initiatives. According to Shiwprasad, "With the Allstream solution, we could finally provide

customers with quality guarantees. We displayed our commitment to service by doing everything possible, including internal upgrades, to help customers do business faster and more effectively."

For Shiwprasad, having his Allstream contact virtually at his fingertips made a significant difference. "None of the other carriers that I have worked with can even come close to Allstream in terms of response," said Shiwprasad.

**"With Allstream, communication and project management were exemplary. Our sales reps made sure that we were up and running 100% of the time. If there was an issue, no matter how minor, they were ready to respond."**

Derick Shiwprasad,  
Technical Manager,  
Premiere Conferencing

## ABOUT ALLSTREAM

Allstream is a leading communication solutions provider with a world-class portfolio of Connectivity, Managed Services and Professional Services. Allstream collaborates with customers to create tailored solutions that meet their unique needs and help them compete more effectively. Allstream is a division of Manitoba Telecom Services Inc. (MTS), Canada's third largest communications provider with approximately 6,600 dedicated employees focused on delivering outstanding value to its customers.

To learn more about Allstream please visit [WWW.ALLSTREAM.COM](http://WWW.ALLSTREAM.COM)