



Top insurance company  
connects thinQ Voice to  
Twilio to save 48% on toll-free



“ In our business, we have to connect with customers every time. That's why we integrated thinQ Voice into Twilio. Now we're sending our calls over all 5 toll-free carriers and saving 48% a month on our toll-free operations. Your platform automates these savings, and gives us the tools we need to deliver maximum uptime. ”

**Contact Center Manager**

*Insurance Company Spokesperson*



## OPPORTUNITIES

- Twilio lacks carrier visibility, routing control and flexibility
- Inability to route calls across multiple toll-free carriers at the best price
- No tools to solve common call quality issues & mitigate downtime
- Slow to respond to support issues

## SOLUTION

- Connect thinQ's Toll-Free intelligent call routing to automate savings
- Route calls across all 5 high-quality carriers with full control & disaster recovery
- Purchase, port-in, and provision toll-free numbers quickly and painlessly

## OUTCOMES

- Lower toll-free costs by 48%
- Self-manage disaster recovery to improve up-time
- Live support team available via Slack, phone, email

# GOAL

## Enhance Twilio to Save on Toll-Free

For a Fortune 500 insurance company, connecting thinQ to Twilio automates 48% in monthly toll-free savings and reduces downtime. All with a single code change that instantly routes their calls through thinQ's iCR, powered by 5 high-quality toll-free carriers, with full routing control to mitigate outages in real-time.

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As call volumes rise, so do Twilio's costs. The insurer discovered that adding additional capacity for more calls per second was cost-prohibitive, as was the base rate for toll-free calls. With a keen eye on reducing their costs, the company started evaluating "bring your own carrier" alternatives that seamlessly integrated with their existing code.

## thinQ Connects with Twilio to Reduce Costs & More

That's when they found thinQ's intelligent call routing. With one simple code change in Twilio, the contact center's operations team instantly added 5 high-quality toll-free carriers, unlocking a fully-redundant solution to mitigate outages, as well as deliver 48% in savings every month.

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thinQ Voice allows the insurer to act as their own RespOrg, making it easy to purchase new toll-free numbers to make their life easier with simultaneous activation across all 5 toll-free carriers. Porting in and managing their existing numbers was simple as well, powered by our platform and APIs. The entire DID purchase, port-in, and provisioning process was painless, with automated alerts along the way.

"Twilio's voice API is incredible. What it's missing is a more robust carrier layer. It's a black box. We were unable to control the cost or routing of our calls, and we were hitting up against our CPS maximums. thinQ Voice was the answer."

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thinQ makes it easy to pull detailed reporting and SIP ladders to research call quality issues. What used to start with filing a Twilio support ticket and waiting days for a response now takes minutes to identify trouble spots, turn carriers on and off, and more. This greatly enhances any Twilio stack, adding the missing multi-carrier solution that developers have been asking for since its launch.

thinQ's powerful iCR optimizes outbound and inbound call routing in real time, reducing costs by 30-50% or more for Twilio, Nexmo, and Plivo users. Six-second rounding boosts performance further, saving up to 75% on each call.

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With direct access to thinQ's network operations specialists via Slack, email, and phone, the insurer's setup, configuration, testing, and launch took several days instead of weeks. When questions or needs arise, the thinQ team responds instantly to ensure that calls are being handled effectively at scale, day in and day out.

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Ready to save 50%-70% on your Twilio costs?  
Have 60 seconds to make one code change?

There is a better way.

[GET A DEMO](#)