



COPERATO

Based in Israel, COPERATO is a professional software company with more than 10 years of experience in the telecom industry. The company provides businesses with cutting edge cloud-based communications solutions that enhance agent and customer experience.

Robust,
comprehensive
metrics and reporting

Seamless integration
between channels

Flexible communications
at scale

vonage.com



COPERATO Provides Advanced Client Engagement Solutions Powered by Vonage

"At COPERATO, we provide businesses with fast, stable, secure communications tools including a VoIP call center solution, SMS platform and secured VPN service," explains Gil Shoval, Chief Executive Officer. "Our team helps to design cutting-edge communications systems tailored to businesses' needs, and we are constantly evolving our solutions to ensure our customers are getting the best technology available. Our advanced engagement solutions combined with 24/7 support provide businesses with a full solution that saves money and increases efficiency."

For years, COPERATO has relied on Vonage Communications Application Programming Interfaces (APIs) to support customer connections and conversations over multiple channels including voice and SMS.

"With Vonage, we have access to the communications capabilities we need, the data we need and the support of a great team - all of which allow us to continuously innovate and improve. We are in a good position to grow and expand to meet our customers' needs in the future, supported by the Vonage API platform."

- Gil Shoval
Chief Executive Officer

Building Better Connections

In 2015, COPERATO first built a VoIP solution for its customers, integrating the Vonage Voice API to offer personalized, global calling experiences with user context and data at agents' fingertips - whether on a mobile app, browser or contact center platform.

"The Vonage Voice API allowed us to innovate, streamline, and scale our customer solutions with flexible voice capabilities—all on a reliable, high quality global carrier network billed on a usage basis," said Shoval. "We're able to pass those savings along to our customers so they only pay for what they use."

As customer needs have changed over time, the ability to connect over multiple channels has become key to delivering enhanced customer engagement. COPERATO has evolved to not only meet customer demands, but to exceed them by adding new and integrated customer communication channels and building solutions for their customers using the best tools available - like Vonage SMS API.

"Our legacy SMS system did not have the power to scale for all customers as demand grew for multiple channels," noted Shoval. "We decided to expand SMS capabilities and develop a stronger system, choosing Vonage SMS API to help do so. With the Vonage API platform, the voice and

SMS channels work like magic together behind the scenes, allowing us to increase the volume without having to worry about performance. Our FullSMS system went live a few months ago, and we're already supporting hundreds of clients and growing with this channel."

Real-time Reporting, Real-time Results

With Vonage SMS, COPERATO can provide customers with detailed insights on campaigns, including information on messages both sent and received, and this allows for a more streamlined, strategic approach to customer connection.

"Vonage is one of our top SMS providers today, and that's due in part to how seamlessly the Vonage APIs connect between systems and provide us with accurate analytics to shape our strategies," explained Shoval. "When we build solutions for our customers, our goal is for all of the moving parts - the various communications channels - to work together in harmony, like a symphony and Vonage APIs are an integral part of the process."



Vonage, a global cloud communications leader, helps businesses accelerate digital transformation. Vonage's Communications Platform allows for the integration of communications APIs into existing products, workflows and systems. Vonage's fully programmable unified communications, contact center and conversational commerce applications are built from the platform and empower companies to create meaningful engagements.