

Case Study

# Telepoint Group





Client : **Telepoint Group**  
Contact : **Ccelli, COO**  
Industry : Market Research & Legal Services  
Use Cases : Inbound & Outbound Call Center Operations  
Years with CallShaper : Since 2020



# The Challenge

Telepoint Group operates in two fast-moving and compliance-heavy verticals:

- **Market Research & Surveys** (primarily outbound)
- **Legal Services Support** (mostly inbound, with strict SLAs and regulatory boundaries)

This business model requires the ability to **scale quickly**, often moving from 3 to 100+ agents in days.

Ccelli needed a platform that allowed him to stay **nimble, compliant, and self-sufficient** — without relying on a complex tech stack or large IT team.



# The CallShaper Solution

Since 2020, Telepoint has relied on **CallShaper** as a flexible, full-service dialing platform that adapts to their evolving needs. Ccelli highlighted several key advantages:

Flexibility & Scalability	Personalized Support	Real-Time Reporting	Built-In Compliance	Easy Configuration
<p>"We might need 78 agents today and 3 tomorrow. CallShaper lets us scale up or down quickly — billing us per seat per day. That flexibility is everything for our type of work."</p>	<p>"What sets CallShaper apart is the support team. It's not just tickets and waiting — I call, and a real person walks me through it or sets it up for me, then shows me how it works. That's huge."</p>	<p>Telepoint uses a mix of canned reports and custom exports to serve both internal and client-facing needs. While client export formatting often varies, Ccelli noted that built-in reports are sufficient for daily operations, saving time and reducing complexity.</p>	<p>"We've never had a compliance issue with CallShaper. It handles things like time zone logic, state calling restrictions, and caller ID management — all built-in."</p>	<p>Even with complex client requests like customized voicemails, IVRs, or caller ID rules, the Telepoint team can implement changes quickly, often with guidance from CallShaper's support team.</p>



# Results



## Fast Onboarding

Campaigns can go live in hours, not days.



## Reduced Downtime

Flex-seat billing enables rapid response to changing campaign needs.



## High Satisfaction

Ease of use for supervisors, agents, and managers alike.

## What Ccelli Says

“There’s no platform built for market research quite like CallShaper. We’ve referred many peers because of the scalability and the service.”



Website: [www.callshaper.com](http://www.callshaper.com)



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