

Case Study

Telepoint Group

www.callshaper.com





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

"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."

Personalized Support

"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."

Real-Time Reporting

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.

Built-In Compliance

"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."

Easy Configuration

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.

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."