

Allergan Partners with Global Call Forwarding to Improve Call Center Support in Asia



- ▶ **Company Name:** Allergan
- ▶ **Industry:** Pharmaceutical
- ▶ **Founded:** 2014
- ▶ **Client Between:** March 2017 - April 2020
- ▶ **Website:** www.allergan.com

OVERVIEW

Allergan is a global pharmaceutical leader with commercial operations in more than 100 countries. It has a portfolio of leading brands that span four key therapeutic areas: medical aesthetics, eye care, central nervous system, and gastroenterology.

CHALLENGE

Millions of people around the world rely on Allergan's best-in-class products every day. Therefore, their ability to provide localized telephone support across international markets is crucial.

Allergan's telephone support operations are managed from centralized regional contact centers, which restricts their ability to provide local telephone support to their customers.

Their immediate requirement was to obtain local phone numbers in key markets, which forward inbound calls to one of Allergan's regional contact centers.



Customer Stories



SOLUTIONS

Global Call Forwarding provided Allergan with local DID phone numbers to improve call center support and coverage in Asia.

Direct Inward Dialing (DID) is a phone service that offers a set of telephone numbers — such as local phone numbers — associated with a company's PBX system. This makes it easy for international customers to contact these companies without paying for long-distance calls or dialing unfamiliar phone numbers. At the same time, it centralizes call management no matter where callers are calling from.

RESULTS

By integrating this solution, Allergan was able to significantly expand their global support coverage without seeing a drastic increase in operating costs. They activated DID numbers in many key markets, delivering much-needed telephone support and managing their operations from centralized contact centers.

According to Bulent Erkaya, VP of Marketing and Sales at Global Call Forwarding, "Using direct inward dial numbers can be the most effective way to offer a local point of telephone contact in any foreign market."

Having a regional office in APAC for sales, support, and service delivery made Global Call Forwarding the ideal candidate for this partnership with Allergan.



Global Call Forwarding is a leading provider of local and toll free numbers in the US and international markets, we successfully serve thousands of businesses around the world, from small enterprises to large multinational corporations, utilizing an advanced global network and innovative service features.

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