

# Itron Uses Global Call Forwarding to Centralize Their Global Customer Support Efforts



- ▶ **Company Name:** Itron
- ▶ **Industry:** Utilities
- ▶ **Founded:** 1997
- ▶ **Client Since:** 2018
- ▶ **Website:** [www.itron.com](http://www.itron.com)

## OVERVIEW

Itron enables utilities and cities to safely, securely, and reliably deliver critical infrastructure services to communities in more than 100 countries. Their proven portfolio of smart networks, software, services, meters, and sensors helps their customers better manage energy and water for the people they serve.

*"It just works ... I set it up and just don't touch it. It is an out-of-the-box, easy, and straightforward solution. If we need to expand or upgrade the service, we will come to you first."*

— Jodi Swan, Principal IT Solutions Delivery Specialist

## CHALLENGE

With a global presence that spans more than 100 countries, Itron wanted to centralize its customer support and manage customer interactions from a single location.

However, they found that customers from other countries were hesitant or not willing to dial an international long-distance number in order to connect with customer support. As a result, Itron needed a solution that would enable customers from other countries to call Itron support through a local phone number.

They tried to create processes online as a substitute for phone support, but those processes did not meet the needs of Itron's customers. Itron also tried to provide localized support, but found that a centralized support center would be more effective in helping customers reach the right experts.

Therefore, Itron decided to buy local phone numbers from various countries and forward the calls internationally to a centralized support center.

# Customer Stories



## SOLUTIONS

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Global Call Forwarding has supplied Itron with local phone numbers so that European customers could reach the product and customer support team without having to worry about international calling charges.

## RESULTS

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Itron's customers throughout the world can now call local phone numbers to reach Itron's customer support team without paying international calling rates. Itron has found Global Call Forwarding's service helpful by providing international customers with easy access to customer support.



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.

**Visit us at [globalcallforwarding.com](http://globalcallforwarding.com) or call 1 (888) 908-6171**

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