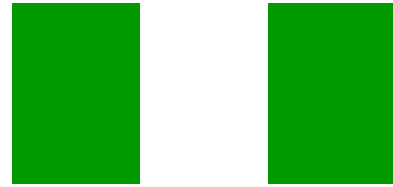




*in Nigeria*



### Telecoms climate

Nigeria's telecoms industry has experienced extraordinary growth rates since being liberalized in 2003, the year also that VOISpeed was launched in Nigeria! In 2008 the Nigerian telecom market grew by 23% (US \$ value) generating \$8.4 billion in revenue<sup>1</sup>, mostly attributed to GSM operators (Nigeria has over 50 million mobile users, predicted to rise to over 163 million by 2012!). Fixed lines meanwhile are growing steadily, fuelled by investment from fixed wireless operators.

### VOISpeed in Nigeria

Since 2003 VOISpeed has grown significantly in Nigeria, being sold solely by Segun Ogunjimi, who was initially a partner in Technocorp and who is now Managing Director of **v2d Convergence** [www.v2dltd.com](http://www.v2dltd.com). With his entrepreneurial spirit, Segun has adapted the phone system to unique vertical markets, such as housing communities, and has overseen integration of VOISpeed with v2d's own CRM for call centres. Segun Ogunjimi visited our UK offices in August 2009 and was happy to chat about v2d's achievements with VOISpeed – their CRM integration; their clients and their business growth. Here is a synopsis:



### v2d VOISpeed Integration – meet Voimaxx!

**v2d** initially used TIM triline for call centre pbx customer billing and reporting, which is automatically integrated with VOISpeed. More recently V2D have created their own CRM, VOimaxx, and have integrated it with VOISpeed.

VOimaxx includes **predictive dialling** and a **campaign management tool** enabling call centres to run campaigns from within their database, according to variables such as contract expiry date. This tool can automatically place the call, or a message with or without a call operator. Incoming calls instead are managed by the IVR which uses **Automatic Call Distribution (ACD)** on the LAN to distribute the calls automatically and manage volumes of calls taken by call centre operators. Voimaxx then provides **contact management** support via pop ups to show who is calling and to raise individual files so that employees can add notes and schedules. Segun reported that his company is currently deploying Voimaxx with VOISpeed for HITV, a satellite television highway (the local equivalent of SKY), a 50 extension call centre using IP phones.

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<sup>1</sup> <http://www.telecomsmarketresearch.com/research/TMAAAPSV-Communications-Markets-in-Nigeria-.shtml>

## Core Customers – call centres

v2d's core customers are call centres to whom they sell VOIspeed USB phones and Soft clients. Segun explains "customer service is a new concept in Nigeria and therefore there are many growing **'in-house' call centres**". Customers include:

- First Alliance Pension: <http://firstalliancepension.com/>
- Clearline, conferencing products: <http://www.clearlinehmo.com/>
- Total Health Trust, Nigeria's second largest health care management organisation: <http://www.totalhealthtrust.com/>
- First Registrars Nigeria: 10 seat call centre using VOIspeed.
- Gobanos: Provide virtual offices. 40-extension VOIspeed system across 7 offices. <http://www.gobanos.com/>
- Healthcare International

## Adapting VOIspeed to new markets

v2d have also adapted VOIspeed technology to **housing projects** using VOIspeed IP PBX server as a switch platform. The first housing estate uses a 2 PRI (E1 cards) which provides 60 voice channels. Each of the 30 houses has a number (an individual DDI) allocated to them for both incoming and outgoing calls. The occupants all have Wi-Fi phones and can call their neighbours or the security post for free. v2d also provide a billing platform so they occupants can call out using VOIspeed, and choose to be billed for their calls or to buy credit on a pre-pay basis. Following the success of this first housing estate they are working on another requiring 3 PRI for 76 houses.

## Future Opportunities

Competition is set to increase in Nigeria amongst GSM providers and with competition, investment in infrastructure is expected to rise. Our reseller, Segun Ogunjimi sees plenty of opportunities in this climate for VOIspeed, particularly in the markets he has targeted, explaining; *"Opportunities include outsourced call centres, small-office solutions and bigger office structures, particularly in the hospitality business and healthcare."*

v2d is also working on opportunities in neighbouring markets such as Ghana. We have no doubt that we'll hear more about v2d's expansion with VOIspeed across West Africa !

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