

Google Cloud Empowers Call Center Studio to Set up One of the First Cloud-Based Call Center Platforms in Turkey

Call Center Studio serves more than 600 customers globally across 34 countries

Istanbul, Turkey - April 13, 2022 – Google Cloud announced today an ongoing collaboration with Call Center Studio, a call center software-as-a-service provider with headquarters in Chicago and an R&D center in Turkey, over the establishment of a cloud-based call center platform, built on Google Cloud. With the introduction of this cloud-native call center software, Call Center Studio has become one of the first call center software in Turkey built on Google Cloud, enabling it to cater to more than 600 customers in 34 countries. Currently, Call Center Studio processes two million minutes and over one million messages per day via its services.

The collaboration with Google Cloud has enabled Call Center Studio to integrate artificial intelligence (AI) into its call center platform and use Google Kubernetes Engine (GKE) to power a highly scalable, reliable, and AI-powered contact center solution—enabling high-volume workloads.

Born on Google Cloud, Call Center Studio is able to handle high levels of traffic on a global scale, providing its customers advanced services with low latency, thanks to the strong connectivity options powered by Google Cloud's stable and secure infrastructure. This has proven to be especially beneficial during high-traffic periods such as the holidays, as Call Center Studio has been able to scale quickly and seamlessly based on demand.

Call Center Studio is also using BigQuery to gain insights with real-time and predictive analytics, which allows the organization to make better-informed decisions for business growth. BigQuery ensures users can easily access and share analytical insights within the organization in a secure manner.

Onder Guler, Country Manager Turkey, Google Cloud said: "Our collaboration with Call Center Studio is an example of the acceleration in digital transformation we are witnessing in Turkey today. We set out with Call Center Studio to build a platform that would allow their customers to migrate from its legacy systems with ease, and enable the company to offer its services quickly in any part of the world. We are delighted that this project has led to the creation of one of the most technologically advanced call center platforms, and we look forward to collaborating with companies such as Call Center Studio, whose vision supports Turkey in becoming a digital economy and transcends beyond that to the rest of the world".

Idris Avci, Chief Technology Officer, Call Center Studio added: "We built Call Center Studio to help businesses complete their digital transformation and achieve a level of efficiency that they could not with legacy systems. As we succeed in achieving our goal and transforming hundreds of call centers worldwide, Google Cloud has been a steady and trusted supporter in helping us complete these transitions in the most cost-efficient, timely, and seamless way possible."

For a deeper dive into how Google Cloud is working with Call Center Studio to offer advanced call center services powered by the cleanest cloud in the industry, please visit (*insert customer case study link*).

About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Call Center Studio

Founded in 2018 and headquartered in Chicago with offices in Banbury, Bucharest and Istanbul, Call Center Studio provides multichannel cloud software for contact centers—replacing conventional on-premises contact center solutions, which are complex, inefficient, and costly to install and operate.

The flexibility of Call Center Studio's model allows for fast deployment of any number of agents based on the requirements of the business and irrespective of their geographic location—having access to a computer, and

an Internet connection is sufficient for the agents to get going. The Company has made it into the prestigious Red Herring North America Top 100 list in 2020.

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