

NEXTIVA CUSTOMER SUCCESS STORY

criteo

CLIENT: Criteo
CONTACT: Pete Ciampa
POSITION: IT Service Desk
LOCATIONS: 4
PLATFORM: Nextiva Office Pro with Enterprise Upgrades
♥ **FEATURES:** Nextiva Analytics, Nextiva App

> **"Nextiva is definitely the fairest and best option for cloud communications."**
>
> – Pete Ciampa, IT Service Desk Analyst

CUSTOMER OVERVIEW

Criteo is a company focused on retargeting advertising, working with Internet retailers to personalize online ads. Using cookies, they create banner ads to show what individuals were previously looking at. Started in France, they have spread across the United States and Latin America, opening up multiple offices in cities including Boston, New York, Chicago, and Miami. They now have about 2,000 employees worldwide and are growing rapidly.

DILEMMA

Until early 2016, most of the offices were using analog phones through Digium. In the company's early days this suited them, but they soon outgrew this antiquated solution. They only had 16 phone lines at each office, so callers would receive a busy signal if more than 16 users were on the phone at once. Knowing that they would continue to grow, they sought out a flexible solution that would be able to scale and adjust with them, as well as connect all of their U.S. offices in one system.

RESOLUTION

After researching various options, Criteo decided to switch to VoIP service with Nextiva for the low cost, high quality sound, and excellent service. They began the transition in their Boston office with an onsite installation from Nextiva's experienced technicians, so setup was easy and quick, and the sales floor and administrators were able to receive in-person training.

The Nextiva representatives also introduced Criteo to Nextiva Analytics, the reporting and analysis tool that integrates with their cloud phone system. They helped them build the reports and dashboards they needed to analyze their team's activity across their locations, as well as use wallboards and company-wide gamification.

Criteo also decided to install Nextiva Clarity cloud-based firewall devices at each location to increase network transparency and automatic Quality of Service (QoS) for clear voice quality.

Since implementing Nextiva in Boston went so well, they have transitioned their communications to Nextiva in their New York, Chicago, and Miami offices.

IN A NUTSHELL

Criteo is a rapidly-growing advertising company with offices across the world. Their analog phone system was pricey and limited their growth. After researching different options for a flexible solution, they decided on Nextiva. Since switching to Nextiva, they have received in-person training on their phone system, adopted Nextiva Analytics to better report on their activity, and installed Nextiva Clarity to increase network transparency and ensure audio quality. The team has been so happy with the quality of service, Nextiva's support team, and the flexibility of the system, that they now are using Nextiva Office in 4 office locations.

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