



PortaDialer application case:

How CSPs use PortaDialer to deliver a complete branded voice experience for call centers, and win higher-value, longer-term accounts.

The call center market is growing fast, and the communication layer underneath it is changing.

Cloud-based call center infrastructure is forecast to reach USD 169 billion by 2033 (Market Data Forecast, 2024), growing by over 21% annually.

For communication service providers (CSPs), this creates both an opportunity and a challenge:

Call center operators increasingly expect a complete branded experience from their provider, not just SIP trunks and dial tone.

This article explores how CSPs use PortaDialer to close that gap by:

- giving agents a better working environment,
- giving supervisors clearer visibility,
- helping providers compete on more than price.



What's changing in the call center market

Call centers are under pressure from multiple directions. Customers expect faster resolution and more consistent service. Operations teams are expected to do more with constrained budgets. At the same time, the technology stack is becoming more complex, not necessarily more useful.

According to McKinsey, post-pandemic challenges including high staff turnover and talent shortages continued through 2024, with 57% of service leaders expecting call volumes to keep rising (Sprinklr/McKinsey, 2025).

At the same time, the Puzzel State of Call Centers 2026 report found that only 3% of call centers operate on a single unified platform, while the average organization manages 3.9 separate technologies.

That fragmentation is no longer a niche issue. It is the everyday reality for most call centers.

The UK Contact Center Decision-Makers' Guide 2025 identifies the **primary operational pressures** as:

- improving service quality and performance,
- increasing efficiency and agent productivity,
- managing cloud and digital transformation,
- addressing workforce and HR challenges.

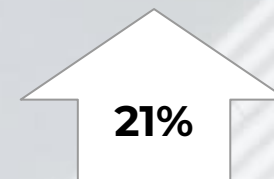
These aren't new priorities, but how buyers evaluate platforms is changing. Decisions now favor operational outcomes—faster deployment, simpler integrations, and better agent engagement – over feature checklists.

The 2025 buyer's guide reflects this: 31% of CX professionals cite a unified interface as a key reason for moving to cloud, yet only 16% have fully integrated data.

What this means for the CSP?

Providers offering only infrastructure and minutes are increasingly being evaluated as commodity suppliers.

Today's call center buyer is looking for a partner who understands operational workflows and can help solve day-to-day challenges faced by agents and supervisors.



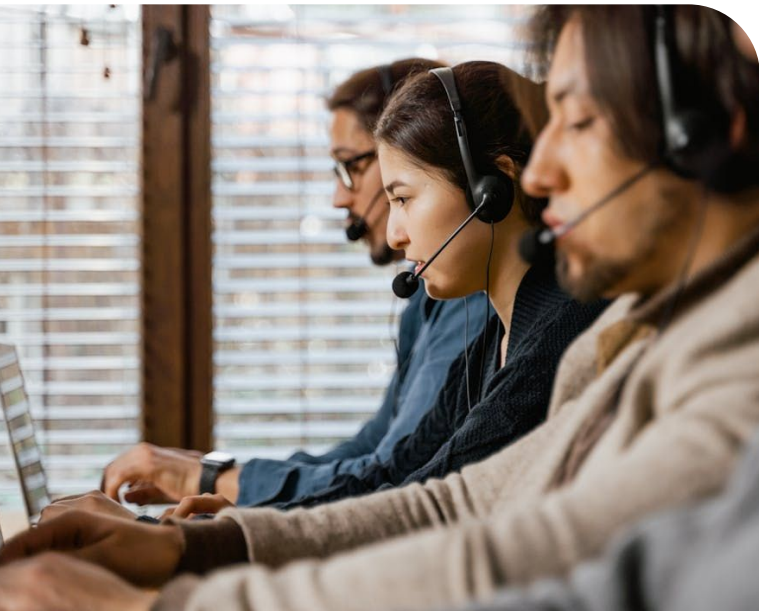
Annual growth rate of the cloud call center market

2025-2033 (Market Data Forecast)

Where the softphone fits in the commercial story

For most CSPs, the voice layer is already in place. The question is whether the client-facing experience, the interface agents use all day, reflects the quality and identity of the provider's broader offer.

In PortaOne's experience working with CSPs, call center buyers are looking for a partner, not just an infrastructure vendor. The softphone is where that distinction becomes visible.



Most CSPs serve call center customers with one of three approaches:

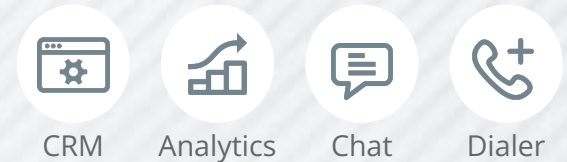
- **Pure infrastructure:** SIP trunks, capacity, numbers. No branded front end.
- **Third-party softphone:** Generic app, not the provider's brand.
- **Own-branded softphone:** The provider controls the experience, the relationship, and the brand.

The third model is where the commercial relationship deepens. When agents use a provider-branded app every day, the provider stops being an invisible infrastructure supplier and becomes a visible, embedded part of the customer's operations.

The more embedded the provider becomes, the harder it is for the customer to switch, and the stronger the provider's position at renewal.



31.2% - Annual agent turnover rate in call centers
2024 Metrigy Research



3.9 - Avg. number of separate call center tech tools per organisation
2026 Puzzel State of CC

What call center buyers actually need

To sell effectively into call centers, CSPs need to speak the language of operations teams and IT managers. Buyers are focused less on protocols and more on reducing agent turnover, simplifying workflows, supporting distributed teams, and improving operational efficiency.

Here is what that operational reality looks like in practice.

Agent Turnover Is a Cost Problem

Metrigy's 2024 research puts annual agent turnover at 31.2% - nearly one in three agents leaving per year. According to a Cornell University study, replacing a single agent costs around 16% of their annual salary – once you factor in recruitment, onboarding, and the productivity gap while a new hire finds their feet.

For a 100-seat operation, that is a recurring six-figure cost. Anything that reduces the time it takes a new agent to become productive directly reduces that cost.

Fragmented Tools Hurt Performance

The average call center now manages 3.9 separate technologies (Puzzel, 2026). When call controls, presence, notes, and transfers sit across different systems, agents context-switch constantly. This raises handle time, increases error rates, and compounds burnout – the same drivers that accelerate turnover.

Inbound and Outbound Demand Different Things

Inbound support teams need fast transfer, clean call controls, and post-call note capture. Outbound sales and collections teams need reliable dialing, caller ID management, and call outcome logging.

Both models are served better by a unified, workflow-aware front end than by a generic SIP client.

Distributed teams are now the default

- Hybrid and remote work is no longer a special arrangement – it is how most call centers operate.
- Agents need a consistent experience whether they are in the office, at home, or working from a different city altogether.
- Browser-based calling, combined with native mobile apps, means a call center can recruit talent from a wider geographic area without losing management visibility or operational control.

That flexibility is increasingly the expected baseline.

PortaDialer in a call center environment

PortaDialer serves as the branded, client-facing communication layer that CSPs deploy on top of existing infrastructure, whether SIP, PBX, or hosted telephony.

Its role in the call center environment is specific: connecting the provider's backend capabilities with the agent's day-to-day working experience.



PortaDialer Capability

Browser calling + iOS/Android app
(WebRTC)

White-label branding (logo, colors)

Attended & blind call transfer

Call Center Application

Agents can work from office desktops, home laptops, or mobile devices. No hardware dependency or per-device installation complexity.

The application agents use every day reflects the provider's identity, not a third-party vendor.

Agents can transfer calls cleanly without dropping the caller. Important for support queues and escalation workflows.

What It Means for the Provider

Simplifies remote and hybrid deployments. Faster onboarding, lower support overhead.

Strengthens brand visibility during daily use. Reduces the risk of customers switching to a named competitor.

Positions the softphone as an operational workflow tool, not just a dialer.

PortaDialer in a call center environment - part 2

PortaDialer Capability

Call Center Application

What It Means for the Provider

Presence & identity management

Agents can set availability status and manage outbound caller identity. Useful for blended operations and outbound sales teams.

Supports blended call center environments, inbound and outbound, from a single product.

In-app messaging & SMS

Agents and supervisors can communicate without leaving the calling environment. Enables contextual, session-level communication.

Reduces tool fragmentation and keeps more of the working day inside the provider's platform.

Voicemail Box & call pull

Agents can manage voicemail and resume calls on another device during active workflows or shift handovers.

Adds continuity features now expected in modern call center environments.

Push notifications (mobile & web)

Agents receive call alerts reliably across devices. Important for distributed teams where missed calls directly affect customer experience.

Reduces missed-call rates without requiring agents to keep the app active in the foreground at all times.

A 75-seat Blended Operation

The following scenario is illustrative, based on common deployment patterns among PortaDialer CSP customers serving small to mid-size call centers. Results are inferred from industry data, not from a specific customer deployment.



The situation:

A regional CSP serves a 75-seat call center running blended inbound support and outbound sales operations.

The center currently uses a generic third-party softphone: functional, but unbranded and disconnected from the provider's broader offer.

Annual agent turnover is around 30%, meaning roughly 22 seats are replaced each year.

The provider's challenge:

The call center is a valuable recurring account, but the provider's role is still limited mainly to trunking and numbers.

A competitor offering a branded UC solution has recently started discussions with the same customer.

The provider needs to strengthen the relationship before the next renewal cycle.

How PortaDialer is applied:

The provider deploys PortaDialer as a fully branded softphone using its own logo, colors, and product name.

- Agents use browser calling at their desks and the mobile app when working remotely.
- New agents can be onboarded in minutes through auto-login links instead of manual SIP credential setup.
- Transfer workflows are cleaner, presence visibility improves, and supervisors gain a clearer view of agent availability.
- The entire communication layer operates under the provider's brand.

What the Provider Gains



Call center accounts are commercially attractive for CSPs because of their high seat counts, operational dependency, and lower likelihood of switching providers mid-contract once workflows are established.

The challenge is becoming operationally embedded early enough to secure that position.



Differentiation beyond price

In a competitive market, a branded softphone with call center-ready workflow features creates a stronger commercial position than trunking alone.

It gives sales teams something visible and operationally relevant to demonstrate, and something the customer will miss if they leave.

Higher ARPU, lower churn

A provider offering voice infrastructure together with a branded UC layer generates more revenue per seat and becomes more embedded in the customer's operations.

When agents use the provider's app every day, the relationship extends beyond billing and infrastructure.



Faster time to value

PortaDialer can be deployed in days rather than weeks or months.

For CSPs responding to immediate customer needs, or competing against another provider, deployment speed matters. Cloud delivery with no hardware dependency makes onboarding operationally straightforward.

Expanding into a growing market

The CCaaS market continues to grow at over 21% annually.

CSPs with a deployable, call center-ready softphone can move into higher-value customer segments with larger seat counts and more operationally complex environments, while continuing to work with existing PBX and SIP infrastructure.



About PortaDialer

PortaDialer is a white-label softphone built for communication service providers.

Available on iOS, Android, and in any modern web browser, it gives CSPs a practical way to deliver a branded communication experience under their own identity, quickly and cost-effectively.

Built on WebRTC technology and designed for real service environments, PortaDialer fits into existing SIP, PBX, and hosted telephony infrastructure.



About PortaOne

PortaOne is a global provider of billing, charging, and Class 5 softswitch solutions for communication service providers.

PortaDialer extends the PortaOne portfolio into the client-facing layer, helping providers deliver a complete branded communication experience.

See PortaDialer in action

Request a demo or speak with the PortaOne team about deploying PortaDialer for your call center customers.

› Visit porta.one/dialer