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# International calling: How do you approach it?

*eBook*

Despite the rapid growth of digital communication channels such as email, chat and social media, telephony remains one of the most direct and personal ways to reach customers. Especially in an international context, calling can be essential for support, sales or operational communication.

But international calling also comes with challenges. High costs, fluctuating call quality and complex regulations mean that many companies are unsure where to start.

This eBook guides you step by step through the process. We dive deeper into legal nuances, technical solutions and the strategic choices you need to make. With practical tips and frameworks, you will gain a clear understanding of how to set up international calling efficiently and reliably.

# The challenges of international calling

At first glance, international calling seems straightforward. In practice, however, companies face three major obstacles:

## Costs

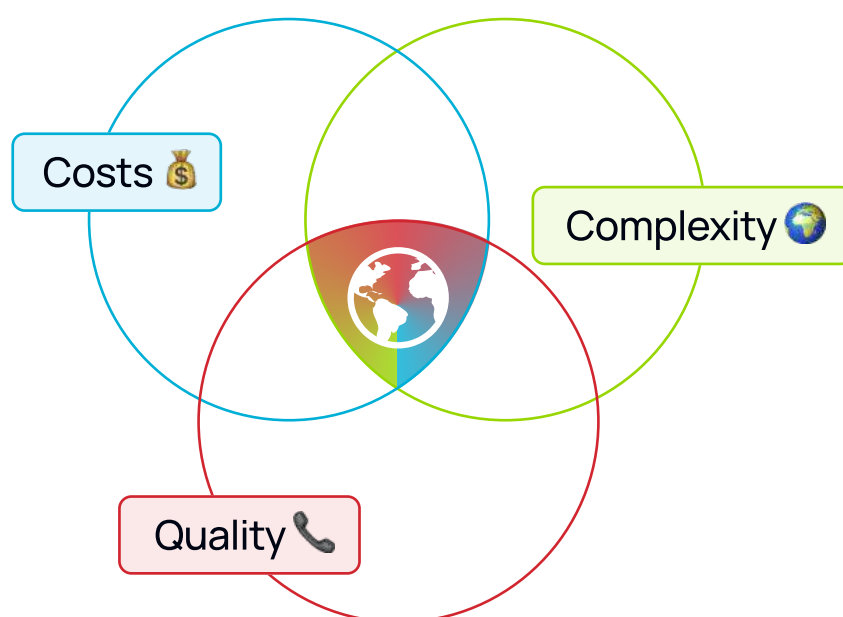
- Roaming charges and international rates can add up quickly.
- Providers often apply different pricing models per region.
- Without insight into your call volumes, you may easily overpay.

## Quality

- Calls routed over international networks often suffer from latency (delays).
- Call drops are not uncommon.
- Quality can vary greatly by country, depending on local infrastructure.

## Complexity

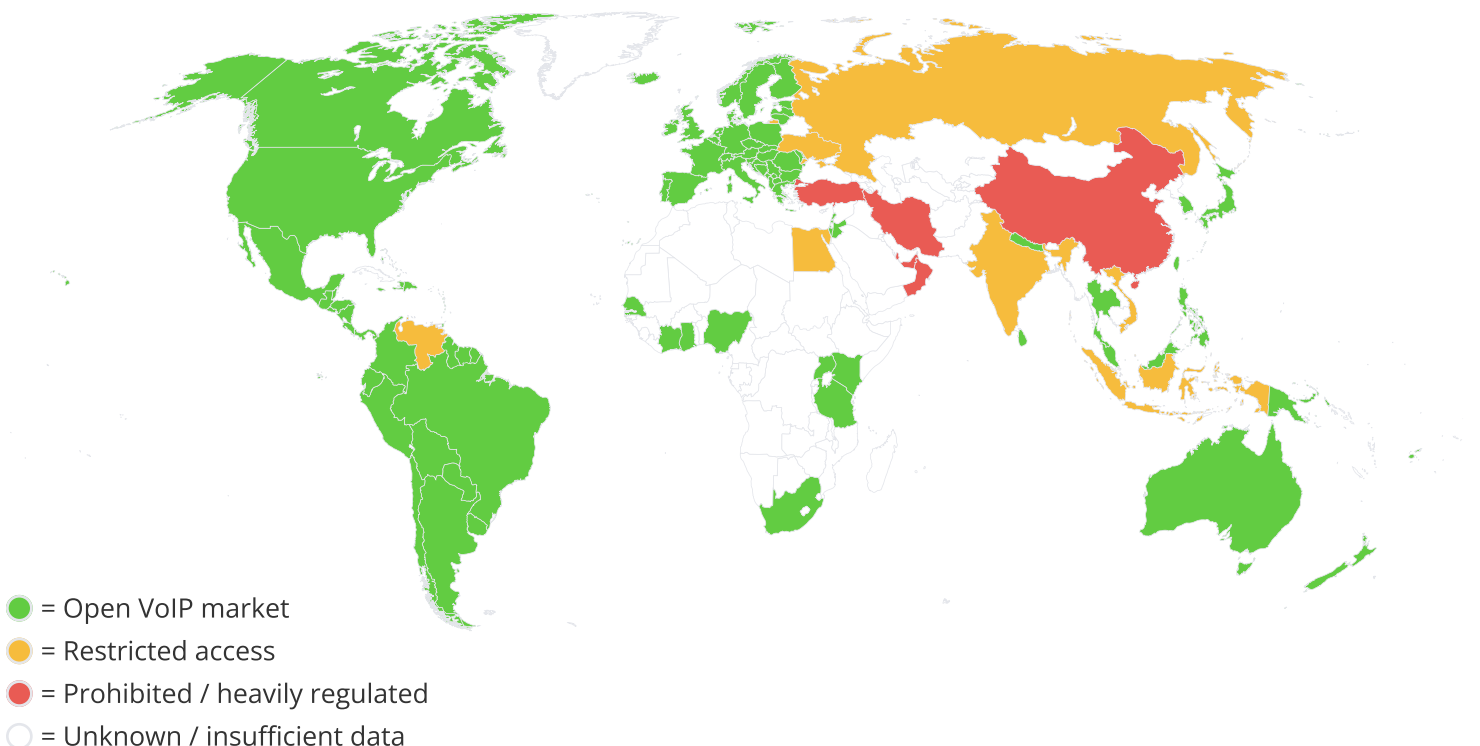
- Every market has its own rules and technical standards.
- Managing multiple providers makes the landscape confusing.
- Cultural differences influence how customers experience telephony.



## Legal and compliance aspects

One often underestimated part of international calling is the legal side.

- **Local regulations:** In countries like China, the UAE and Turkey, restrictions apply to VoIP. In some cases, services are even blocked.
- **Privacy & data storage:** In the EU, GDPR applies, while in Singapore or the US different rules are in place. You need to know where your data is stored and processed.
- **Caller Line Identification (CLI):** Not every country allows you to simply display a local number. Some require registration or proof of local presence.
- **Number portability:** Options vary per region; this can be crucial for maintaining consistent customer contact.





## Technical solutions

International calling is not just about cost and regulation; it also depends heavily on the technical choices you make. Those choices determine whether customers enjoy a smooth experience or get frustrated by poor quality. Fortunately, there are several solutions that enable reliable connectivity worldwide.

A widely used method is SIP trunking and VoIP, where calls are routed over the internet instead of traditional phone lines. This makes calling scalable and often much cheaper. The downside is that quality depends on stable internet and good hardware; without those, performance quickly drops.

It is also crucial to set up redundancy and failover. If one route fails, calls should automatically switch to an alternative. That way, customers won't face busy signals or dropped calls.

Routing optimization is another important factor. The closer a call is technically handled to the customer, the lower the latency and the better the quality. International hubs and local carriers help make this possible.

Finally, integration with CRM and contact center software ensures that calls are automatically linked to customer data. Agents instantly see who they're talking to, enabling faster and more personal service.

At a glance:

- SIP trunking and VoIP: scalable and cost-efficient, but internet-dependent.
- Redundancy and failover: prevents outages and downtime.
- Routing optimization: lower latency through local handling.
- CRM integration: more efficient and personalized interactions.

## **A strategic approach for businesses**

To gain control over international calling, a structured approach is essential. Always start with an analysis of your call volumes: which countries are called most often, and how many calls flow through your systems each month? This will show where the biggest opportunities lie.

Next, examine local regulations. Some countries restrict VoIP or require number registration. If you don't check this upfront, you risk blocked calls or non-compliance.

Then select the right technology. Whether it's SIP, VoIP, or a hybrid solution depends on your infrastructure and global ambitions. Once chosen, it's critical to test call quality—measuring latency, call drops, and Mean Opinion Scores (MOS) across regions.

Finally, implement a monitoring system that continuously collects data. This allows you to spot trends, act proactively, and improve customer experience worldwide.

Why this approach works: It forces you to make decisions based on facts rather than assumptions. You avoid unpleasant surprises, stay compliant, and build an infrastructure that is scalable for the future.

## **Best practices & tips**

Beyond strategy, there are everyday practices that make a big difference. One of the most important is using local numbers. Customers are far more likely to trust and answer a familiar local number than a foreign one.

Another best practice is working with multiple providers. Relying on a single vendor is risky: if they go down, your communication does too. Redundancy creates resilience and ensures your company stays reachable.

Active monitoring of call quality is also essential. By continuously tracking latency, drops, and performance, you can quickly solve problems and make structural improvements.

It also pays to account for time zones. For multinational customer service, it's better to have teams covering local business hours so customers always reach someone when they expect to.

Finally, combine telephony with other channels like chat or messaging. This gives customers the freedom to choose the channel that fits their needs at any given moment.

## **Why this works**

These best practices align with modern customer expectations. They improve accessibility, reliability, and satisfaction ensuring that your international telephony is not only technically sound but also truly adds value to the customer experience.

International calling is complex, but not impossible. With the right mix of technical solutions, legal knowledge, and strategic choices, you can make your calling infrastructure reliable, cost-efficient, and compliant.

The key is not to get lost in complexity, but to work with a partner who understands the landscape and can guide you through it.

Sound of Data has been helping companies organize international calling in a smart and scalable way for years. Curious what this could look like for your business? We'd be happy to show you.

### **What fits your customer service?**

Every company is different and so is customer contact. Would you like to know more about the solutions mentioned? Or do you have another challenge in your contact center? Get in touch! As your independent partner in customer contact solutions, we are here to advise and support you.



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