

BUILDING A CLEAR MARKET NARRATIVE FOR ENTERPRISE COMMUNICATIONS

HOW VERETTE LEVERAGED EMERGING TECHNOLOGIES TO DIFFERENTIATE OFFSHORE SUPPORT

In the late 1990's and early 2000's, enterprise communications was a rapidly evolving market and call center companies were still relying almost exclusively on traditional PSTN communication. New technologies promised to transform how organizations connected voice and data, but no call center company had yet emerged as a leader in this market space.

Verette saw the opportunity to lead.

This case study chronicles how Verette leveraged emerging technologies, defined a new category, "Digital Voice Infrastructure", pursued trademark protection, and built a positioning and messaging foundation that differentiated the company and enabled go-to-market success.

i AT A GLANCE

- **TIMEFRAME**
2000-2001
- **OBJECTIVE**
Define category language for a technology-enabled call center model.
- **APPROACH**
Premium positioning, visual identity, trademark filing, and messaging architecture.
- **OUTCOME**
Clearer market narrative and stronger enterprise credibility.
- **STAKEHOLDERS**
Executive leadership, marketing, operations, legal, and outside agencies.
- **IMPACT**
Differentiated Verette from commodity offshore call centers.

THE CHALLENGE

Without a clear way to describe the platform that underpinned their innovative call center methodology and value, the company risked being seen as just another Indian call center.



UNCLEAR LANGUAGE

No established terminology existed to describe the technology layer behind Verette's service methodology.



MARKET SKEPTICISM

Silicon Valley buyers had been burned by low-quality offshore call center experiences.



COMMODITY RISK

Without differentiation, Verette risked being compared on labor cost instead of capability.



GROWTH LIMITATIONS

Enterprise buyers needed a credible story before they would trust the model.



THE INSIGHT

Verette did not need to pretend it was a pure technology company. It needed to make the technology behind its service model visible, credible, and easy for enterprise buyers to understand.



THE IMPACT

The positioning work gave Verette a clearer market story: not a commodity offshore vendor, and not a pure technology platform, but a technology-enabled communications service partner built for enterprise support needs.

REFRAMING OFFSHORE SUPPORT

OVERCOMING SKEPTICISM AND POSITIONING VERETTE AS A PREMIUM COMMUNICATIONS INFRASTRUCTURE PARTNER.

By 2000, many Silicon Valley companies had been disappointed by offshore call centers. Common concerns included thick accents, scripted responses, cultural disconnects, long handle times, and a general lack of ownership or problem resolution.

Verette had already solved those operational challenges.

The challenge we faced was different: how to overcome deep-seated skepticism and communicate the true value of a sophisticated, seamless, multi-channel support experience delivered from India.

Our job was to take what Verette had built—and package, position, and present it in a way that earned trust with the most demanding enterprise buyers in the world.



AT A GLANCE



TIMEFRAME
2000–2001



KEY CHALLENGE

Overcome enterprise skepticism of offshore support and reposition Verette as a trusted, high-end communications partner.



OUR FOCUS

Reframe the conversation around capability, infrastructure, and trust—not location or cost.



OUR ROLE

Define the positioning, messaging, and brand presentation that elevated Verette above commodity call centers.



OUTCOME

A premium brand experience that established credibility, opened doors, and supported higher-value enterprise relationships.



360 CONNECT SEAMLESS. INTEGRATED. TRUSTED.

Verette's intelligent communications platform connects every channel, every interaction, and every customer touchpoint—delivering consistent, personalized support experiences around the world.



BUILT FOR ENTERPRISE EXPECTATIONS.

- ✓ Highly trained, culturally aligned professionals
- ✓ Advanced technology and secure infrastructure
- ✓ Proactive communication and issue resolution
- ✓ Real-time reporting and performance transparency
- ✓ Scalable solutions tailored to your business



VERETTE

WHY THIS MATTERED



BUILT IMMEDIATE TRUST

Premium design and language signaled stability, professionalism, and capability.



ELEVATED THE CONVERSATION

Framed Verette as an infrastructure partner, not a low-cost call center.



DIFFERENTIATED VERETTE

Clear positioning separated Verette from the crowded offshore vendors.



SUPPORTED HIGHER VALUE

The right perception opened doors to enterprise accounts and longer-term strategic relationships.



THE INSIGHT

Buyers weren't just evaluating the service—they were filtering it through years of poor offshore experiences. We had to **change the frame** before they would even consider the facts. Our positioning and premium brand experience made Verette feel more like a trusted enterprise partner—closer to fintech than a call center.



THE IMPACT

By reframing Verette through premium design, integrated messaging, and infrastructure positioning, we helped the company break through buyer skepticism, establish credibility quickly, and win the confidence of some of the most demanding technology companies in the world.



POSITIONING VERETTE AT THE ENTERPRISE LEVEL

A STRATEGIC MESSAGING ARCHITECTURE THAT
ELEVATED PERCEPTION AND BUILT TRUST.

Our strategy reframed Verette from an offshore call center to a provider of integrated communications infrastructure. The messaging, visuals, and experience were designed to speak the language of enterprise—not cost, but capability, continuity, and control.

OUR STRATEGIC FRAMEWORK

1 REPOSITION THE CONVERSATION

Shift from “offshore call center” to “enterprise communications infrastructure.”

Value • Vision • Voice

Verette

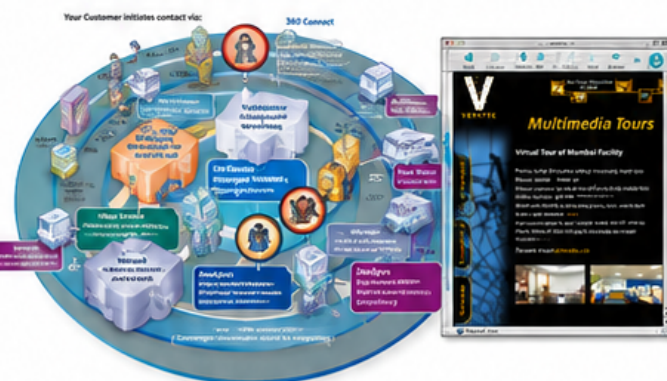


Verette defines business reality, from a customer's perspective, and the organization's vision, and the organization's voice. Verette's Value • Vision • Voice graphic is a strategic messaging architecture that speaks the language of enterprise—not cost, but capability, continuity, and control. The graphic is a pyramid with three levels: Value, Vision, and Voice. The top level is Value, which is the foundation of the organization. The middle level is Vision, which is the organization's future. The bottom level is Voice, which is the organization's communication. The graphic is a pyramid with three levels: Value, Vision, and Voice. The top level is Value, which is the foundation of the organization. The middle level is Vision, which is the organization's future. The bottom level is Voice, which is the organization's communication. The graphic is a pyramid with three levels: Value, Vision, and Voice. The top level is Value, which is the foundation of the organization. The middle level is Vision, which is the organization's future. The bottom level is Voice, which is the organization's communication.

2 COMMUNICATE INTEGRATION

Highlight the seamless orchestration of people, process, and technology across every channel.

360 CONNECT: OUR INTEGRATED PLATFORM



A clear visual system that simplifies complexity and demonstrates control and continuity.

3 ELEVATE THE EXPERIENCE

Deliver a premium visual identity and digital experience that signals stability, sophistication, and trust.



A digital experience that looks and feels like enterprise-grade technology.

WHY THIS MATTERED



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OUR MESSAGE PILLARS



RELIABILITY

Enterprise-grade standards. Consistent performance.



INTEGRATION

Seamless across channels, systems, and time zones.



EXPERTISE

Highly trained teams with deep technical and industry knowledge.



TRANSPARENCY

Real-time visibility. Clear reporting. Complete accountability.



VALUE

Lower total cost with higher quality and better outcomes.



THE INSIGHT

Buyers weren't just evaluating the service—they were filtering it through years of poor offshore experiences. We had to **change the frame** before they would even consider the facts. Our positioning and premium brand experience made Verette feel more like a trusted enterprise partner—closer to fintech than a call center.



THE IMPACT

By architecting a clear message, integrated visual system, and premium digital experience, we helped Verette break through buyer skepticism, establish credibility quickly, and win the confidence of some of the most demanding technology companies in the world.



DIGITAL VOICE INFRASTRUCTURE

CREATING CATEGORY LANGUAGE FOR THE FUTURE OF COMMUNICATIONS

In the early 2000s, VoIP was gaining attention, but the market lacked a clear way to talk about enterprise-grade communications platforms that went beyond consumer voice over the public Internet. Verette saw the need for a new category—one that conveyed reliability, control, and enterprise value.

We created the term “Digital Voice Infrastructure.”

This terminology became central to Verette’s messaging and value proposition, framing the company as an infrastructure provider rather than just another VoIP vendor.

To protect and formalize the term, a U.S. trademark application was filed in March 2001.



AT A GLANCE



FILING DATE

March 20, 2001



MARK

DIGITAL VOICE INFRASTRUCTURE



MARK TYPE

SERVICE MARK, TRADEMARK



CLASSES

009, 035, 038, 042



STATUS

DEAD / ABANDONED

May 15, 2002



CASE STATUS

Abandoned because the applicant failed to respond or filed a late response to an Office action.

The company was forced to shut down in late 2001 and was unable to continue the registration process.

THE CHALLENGE

Verette needed a way to differentiate its platform from traditional VoIP providers and consumer internet calling solutions. The market lacked language to describe an enterprise-class communications foundation built for security, quality, and control.



NO CATEGORY LANGUAGE

There was no established terminology to describe private, managed voice networks built for enterprises.



MARKET CONFUSION

VoIP was often associated with consumer services and public internet limitations.



STRATEGIC OPPORTUNITY

An opportunity existed to define a higher-level category that communicated infrastructure grade, not just technology.



THE INSIGHT

Enterprises didn’t just need VoIP—they needed voice as part of a reliable, secure, and manageable **infrastructure**. The right category name would clearly communicate that promise and shape how the market understood the solution.



THE IMPACT

“Digital Voice Infrastructure” positioned Verette as a category leader and set the foundation for sales, marketing, and investor communications. The term helped shape the narrative around enterprise communications and continues to resonate in the industry today.



BUILDING A UNIFIED SUPPORT EXPERIENCE

INTEGRATED COMMUNICATIONS. INTELLIGENT ROUTING. CONSISTENT EXPERIENCE.

Verette's 360 Connect platform unified every customer touchpoint into a single, intelligent system. No matter how customers reached us—email, chat, phone, or fax—their request was captured, understood, and routed to the right resource with complete context and continuity.

The result: enterprise-grade support that delivered speed, accuracy, and accountability at scale.



AT A GLANCE



TIMEFRAME

2000–2001



KEY CHALLENGE

Create continuity and orchestration across multiple channels and systems while building trust and visibility.



OUR FOCUS

Design an integrated communication experience that delivered consistency, context, and control.



OUR ROLE

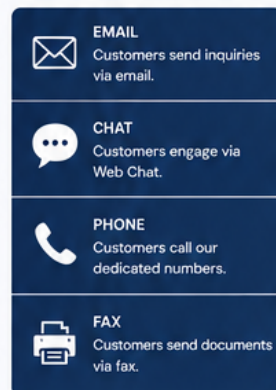
Translate complex systems into a seamless customer experience and clear value story.



OUTCOME

A unified support infrastructure that increased confidence, improved efficiency, and strengthened enterprise relationships.

CUSTOMER CONTACT SOURCES



360 CONNECT: INTELLIGENT CONVERGENCE ENGINE



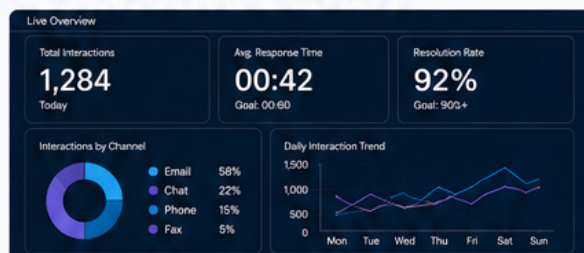
DELIVERY & RESOLUTION



THE CUSTOMER JOURNEY: SEAMLESS FROM START TO FINISH



REAL-TIME VISIBILITY. ACTIONABLE INSIGHT.



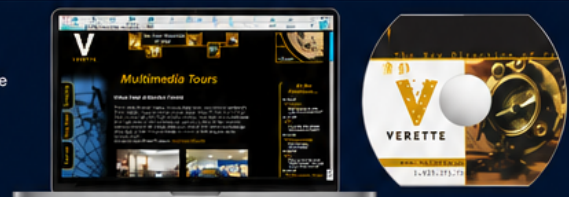
Enterprise reporting that delivers transparency, performance, and confidence.

WHAT THIS ENABLES

- CONSISTENT EXPERIENCE**
Every customer receives the same high-quality experience—regardless of channel.
- OPERATIONAL EFFICIENCY**
Intelligent routing and context reduce handle time and increase accuracy.
- ENTERPRISE CONTROL**
Real-time visibility, reporting, and data drive continuous improvement.
- STRONGER CUSTOMER RELATIONSHIPS**
Customers experience seamless, professional, and reliable support.



By unifying channels, systems, and people through 360 Connect, Verette delivered an enterprise-grade support experience that the market had not seen from an offshore provider—earning trust and long-term partnerships.



DIFFERENTIATING VERETTE IN A CROWDED MARKET

A PREMIUM POSITIONING STRATEGY THAT CHANGED PERCEPTION AND CREATED VALUE.

We intentionally avoided the visual and messaging language commonly associated with offshore call centers. Instead, we elevated the conversation—using aspirational imagery, refined language, and enterprise aesthetics that signaled expertise, reliability, and integrated capability.



Figure: Print advertisement campaign used across industry publications.

MOVING THE CONVERSATION FROM COMMODITY OUTSOURCING TO ENTERPRISE PARTNERSHIP

	TYPICAL OFFSHORE POSITIONING (THEN)	VERETTE'S DIFFERENTIATED POSITIONING
	Competes on low cost and labor arbitrage	Competes on value, expertise, and integrated capability
	Generic call center imagery and low-end visuals	Aspirational, premium, enterprise-grade imagery
	Transactional, volume-driven conversations	Strategic, consultative, outcome-driven conversations
	"Offshore vendor" perceived	"Integrated communications partner" positioned
	Limited visibility and unclear accountability	Transparent, accountable, and performance-driven



AT A GLANCE



TIMEFRAME

2000–2001



KEY CHALLENGE

Compete against low-cost offshore providers perceived as interchangeable and unpredictable.



OUR FOCUS

Differentiate through premium messaging, visual identity, and a clear articulation of enterprise value.



OUR ROLE

Developed a differentiated positioning and visual system that elevated Verette from vendor to trusted partner.



OUTCOME

Changed buyer perception, opened higher-value conversations, and positioned Verette as an integrated communications infrastructure partner.

A STRATEGIC VISUAL AND MESSAGING CHOICE



ASPIRATIONAL METAPHOR

The climber represents expertise, challenge, and trust under pressure—symbolizing the high standards Verette delivers.



PREMIUM SERVICE POSITIONING

The butler's tray signals white-glove service, sophistication, and attention to detail.



CONFIDENT HEADLINE

"Extreme Service" communicates superior capability—not cost cutting.



VALUE-FOCUSED MESSAGE

Emphasizes quality, technology, and talent—not location or labor arbitrage.



DISTINCTIVE BRAND PRESENCE

A strong, memorable identity that reinforces professionalism and enterprise credibility.



*We didn't just change the message. We changed the **category** in which the conversation happened.*

THE TRUST DRIVERS



PROFESSIONALISM

Refined design and language signaled maturity and credibility.



RELIABILITY

Messaging focused on performance, process, and best practices.



INTEGRATION

Positioned Verette as part of the customer's extended infrastructure.



CONTINUITY

Consistent brand and experience across every touchpoint.



ENTERPRISE READINESS

Communications that spoke the language of enterprise buyers.



THE
IMPACT

This positioning strategy elevated Verette from an offshore vendor to a trusted enterprise partner—opening doors to higher-value engagements, stronger relationships, and long-term growth.



HIGHER VALUE

Access to more strategic, higher-margin opportunities.



STRONGER TRUST

Increased confidence in quality and reliability.



LONG-TERM PARTNERSHIPS

Evolution from vendor relationships to true strategic partnerships.

POSITIONING THAT OPENED DOORS

A STRATEGIC COMMUNICATIONS SYSTEM THAT TRANSLATED CAPABILITY INTO ENTERPRISE TRUST.

Verette already had the technical expertise, infrastructure, and people to deliver world-class support. The challenge was perception. Through a unified positioning and messaging strategy, Verette changed the conversation—moving from a low-cost offshore option to a trusted enterprise partner.



This was not about disguising Verette's offshore operations. It was about accurately communicating the sophistication, integration, and professionalism that already existed. Verette made it visible, credible, and easy to understand.



AT A GLANCE



TIMEFRAME
2000–2001



KEY CHALLENGE
Overcome enterprise skepticism and break through the perception of offshore as low-cost and interchangeable.



OUR FOCUS
Create a unified communication system that delivered clarity, consistency, and credibility across every touchpoint.



OUR ROLE
Strategy, messaging architecture, visual identity, and integrated communication experience.



OUTCOME
Elevated perception, earned trust, and positioned Verette as an integrated communications infrastructure partner.

WHAT CHANGED AS A RESULT



CREDIBILITY ESTABLISHED

Premium positioning and messaging built immediate confidence in Verette's capability and professionalism.



HIGHER-VALUE CONVERSATIONS

The conversation shifted from cost and location to value, integration, and outcomes.



ACCESS TO ENTERPRISE ACCOUNTS

Verette became a viable communications partner for companies that previously wouldn't consider offshore.



STRONGER RELATIONSHIPS

Trust increased across buying teams—IT, operations, customer care, and executive leadership.



VISIBILITY & DIFFERENTIATION

Verette stood out in a crowded market with a clear, sophisticated identity and story.



ENTERPRISE READINESS

The brand, systems, and experience aligned with enterprise standards and expectations.

EVIDENCE IN ACTION



1 Reframed the value story around expertise, multi-channel support, and measurable advantages.



2 Unified every channel through an intelligent convergence engine that ensured the right interaction reached the right resource.



3 Digital experience and content reflected enterprise-grade technology, integration, and professionalism.



4 Advertising that broke the offshore stereotype with aspirational imagery and a premium message.



5 Consistent identity across all touchpoints reinforced a cohesive, trustworthy brand experience.

THE BIGGER PICTURE

The strategic communication system gave buyers the language, context, and confidence they needed to engage with Verette as a true partner. It aligned perception with reality—unlocking relationships, expanding opportunities, and laying the foundation for long-term, enterprise-grade growth.



KEY TAKEAWAY

Verette did not look different. Verette communicated differently. And that difference changed how the market saw Verette.

VERETTE



THE IMPACT

By turning complex technology and deep operational expertise into a clear, integrated, and trusted customer experience, Verette moved from an offshore vendor to an enterprise communications infrastructure partner—opening doors to higher-value accounts, stronger relationships, and sustainable long-term growth.



VERETTE