

Case study 3



Giuseppe Bomboi

Head of Key Accounts,
Netcall

Netcall empowers organisations to achieve business goals faster in a rapidly changing world. They offer versatile, high-impact solutions for process automation and customer engagement, all within a single, easy-to-use platform.

Their Liberty platform allows organisations to map and optimise processes, build game-changing business applications and automate workflows, driving significant productivity and efficiency savings. By delivering exceptional customer experiences, Liberty helps bring the best ideas to life—at speed and scale.

Customers see Netcall as genuine partners. More than 9 out of 10 customers are happy to recommend them.

Navigating local regulations

Netcall's solutions are cloud native, so selling internationally comes without the challenges that many UK exporters face when moving physical goods.

Head of Key Accounts, Giuseppe Bomboi says 'It doesn't really matter whether the data is stored in the UK, EU, the US or the Asia Pacific, we work with our customers to understand the regulations appropriate to the applications and services they build on the Liberty platform, especially when it comes to operating within the European Union and the UK GDPR.'

Expansion strategy

Operating in a business-to-business marketplace Giuseppe says that 'We have enjoyed organic growth, with many of our large-scale clients originally using the software we offer in just a single country. After a positive experience with us in one market, we are then able to upsell and further expand with the same client in their other locations around the world. Naturally, this goes beyond the software, we are now building on these experiences and expanding our partner ecosystem that includes niche specialists and global advisory firms.'

Working with Santander and taking every opportunity

Giuseppe says that 'Santander has helped to facilitate introductions with contacts in parts of the world where we did not have connections through networking and events. We now have connections in the US and are building networks in Europe, Canada, Saudi Arabia and Australia thanks to Santander. We can only go so far on our own, so being able to identify the right partners in other markets where we have ambitions is a real help.'

Netcall is growing quickly and enjoying great international expansion. This is helped by the type of solutions they offer and their ability to evidence the transformation and business efficiency improvements they can deliver. Building on Netcall's experiences in the UK marketplace across healthcare, local government, housing, financial services and insurance, as well as field services allows Netcall to leverage these experiences. Plus contribute to the UK tech sector's international success by continuing to focus on making innovation accessible to all. Their recent acquisition of Govtech, experts in digital process automation, further enhances their automation offer.

