



Vonage Video API to Enhance Online Sales System Provider bellFace's Sales and Customer Care Solution

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SINGAPORE--(BUSINESS WIRE)--Dec. 14, 2020-- [Vonage](#) (Nasdaq: VG), a global leader in cloud communications helping businesses accelerate their digital transformation, is powering Japan's leading online sales system provider [bellFace's](#) video call solution.

bellFace enables companies' sales and customer support teams to maximise sales results and productivity with its easy-to-use, intuitive video call service, which offers consulting, reporting and analytics functions. Integrated within bellFace's platform, the [Vonage Video API](#) enables users to smoothly transform offline sales activities online without needing to install or subscribe to any third-party video conferencing software.

bellFace's eponymous online sales system was launched in 2015 and has been used by more than 2,500 companies. It allows businesses to connect with customers instantly, without the need for application installation or a URL. Users can also streamline their sales organization and management by sharing and analyzing customer interaction data with the whole team.

"Since the start of the pandemic we have seen increased interest in our solution as in-person meetings became challenging and more companies adopted teleworking. By leveraging the Vonage Video API, bellFace can offer users stable video call solutions and customise them with sales-relevant functions," said Yusaku Matsuda, SRE Group General Manager, bellFace.

The pandemic has significantly increased the usage of video call tools. bellFace began providing free services for three months from March to May 2020, and the number of inquiries during that period was approximately 12,000 - which demonstrates the acceleration in interest and need for online business meetings. To comply with safe distancing regulations, businesses worldwide have adopted video call technology as an alternative to face-to-face meetings. In 2018 the global video conferencing market was valued just over USD3 billion. This is now estimated to more than double to USD6.37 billion by 2026.¹

"Providing effective sales and customer support is crucial for business continuity. While the pandemic has accelerated the need for digital transformation, many organisations face challenges adapting to this change. Vonage helps businesses transform through easy-to-deploy solutions, enhancing their audio-visual capabilities and ensuring effortless communications," said Sunny Rao, Senior Vice President & General Manager, Asia Pacific, Vonage.

"Vonage APIs provide great value to growing companies, like bellFace," said Masayuki Miyazawa, Customer Solutions Architect at Vonage Japan. "The ability to scale as needed to meet customer demand and growth, as well as the flexibility of services provided by our platform, allows our customers to make strategic investments that support their expanding businesses. Enabling this kind of innovation is the value Vonage brings, and we're excited to partner with bellFace make it easy for businesses to build the personalised, integrated, immediate and intuitive communication experiences that today's customers expect."

The Vonage Communications Platform has more than one million registered developers and offers a full suite of programmable voice, video, messaging, and email services to forward-thinking businesses throughout the Asia-Pacific market and worldwide. Vonage APIs allow developers to easily enhance and build innovative customer experiences directly into their existing applications and devices. Through its partners, Vonage's platform is at the centre of many notable transformational projects in the region, and a de facto for startups.

To find out more about Vonage, visit www.vonage.com.

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About Vonage

[Vonage](#), (Nasdaq:VG) a global cloud communications leader, helps businesses accelerate their digital transformation. Vonage's Communications Platform is fully programmable and allows for the integration of Video, Voice, Chat, Messaging and Verification into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.

Vonage Holdings Corp. is headquartered in New Jersey, with offices throughout the United States, Europe, Australia and Asia. To follow Vonage on Twitter, please visit www.twitter.com/vonage. To become a fan on Facebook, go to facebook.com/vonage. To subscribe on YouTube, visit youtube.com/vonage.

¹<https://www.finextra.com/blogposting/18649/video-conferencing-market-during-covid-19>

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