



Partner Agent  
**Success Story**



# Partner Agent Success Story

**Blooms Today** is a national floral service provider with a commitment to providing exceptional quality and service to customers. The integrity and values of Blooms Today's business are rooted in a small, family floral business from the 1920s that started a path for years of exemplary service and quality gifts. In the year 2000, co-founders Don Mayer and George Dukas combined these principles of a local flower shop with their deep understanding of the consumer need for rapid delivery and created the family-owned, national floral delivery service known as Blooms Today.



## EXECUTIVE SUMMARY

Rose Bryant has always received excellent communication solution options from CallTower when intricate, customer-centric challenges came across her desk. CallTower and Rose examined the unique constraints and financial complexities of the case, they concluded that a CT Cloud Voice solution would address the technological and systemic requirements of Bloom Today's situation.



*When reviewing the modernization needs of Blooms Today, I knew CallTower would have a solution to meet them," Rose stated. "CallTower excels at tailoring their solutions instead of forcing customers to work with something incompatible. CT Cloud Voice was the solution we needed.*

*– Managing Partner - Rose Bryant "Agila Pro Consulting"*



## THE CHALLENGE

As a large online botanical retailer, Blooms Today had a critical need for effective and modern communication systems. They regularly received floods of calls placing flower orders – they needed to ensure excellent call quality to avoid bad information exchanges. Typos or mistakes from misheard, garbled conversations could be the difference between a loyal customer and the spread of poor word-of-mouth. Blooms Today also faced the mounting challenge of ensuring productivity through a modern, robust reporting system and the constant need to update their systems to address new communication requirements. While they had a longstanding relationship with TEL3, their provider could not deliver improved call quality, strong admin reporting and system upgrades – at least, not without exceptionally high upgrade costs. Blooms Today turned to Agila Pro Consulting and Rose Bryant was assigned to find a solution.



## THE SOLUTION

CT Cloud Voice features the rock-solid stability and call quality that Blooms Today required, combined in a single platform and connected to CallTower's secure, geo-redundant global network, supported by award-winning US-based customer support. With customers and employees interacting through CT Cloud, Blooms Today could easily optimize workforce engagement throughout multiple locations. The results include faster time to resolution, lower cost and better overall experience for customers and employees.

The CT Cloud Contact Center solution is designed to improve contact center operations by reducing IT reliance, streamlining workflow processes, simplifying training, and affecting better decisions through robust analytics. With CT Cloud Contact Center's user-friendly interface and graphical dashboards, Blooms Today can enable their staff to achieve customer contact goals with more ease, accessibility, and enjoyability than ever before.

CallTower customer like Blooms Today also have access to a wide catalog of upgrades and compatibility options for companies who want to consider new technology and services. CallTower offers free demos, webinars, trainings and a host of other material to make sure your company and your solution are as efficient and aligned as possible.

Agila Pro Consulting and Blooms Today loved CallTower's approach to sales discovery – they ensured the CallTower Solution Architects designed a plan that worked specifically for their organization. The implementation phase was flawless!

## CALLTOWER DELIVERS



**Award-winning  
24/7/365 Support**



**Simplified  
Training**



**Reduced IT  
Reliance**



**Robust  
Analytics**



**Streamlined  
Workflow Processes**



## THE RESULTS

With the advantages CT Cloud Voice provides and a very reasonable price tag, Blooms Today decided to replace their system and move to CallTower. Once the ink was dry, a very quick and smooth implementation process began.

Blooms Today was assigned to a CallTower Implementation Manager, who was a single point of contact for any issues or questions that arose throughout the process. During this phase, Rose noticed that while it was an intricate, detail-oriented process, **CallTower provided a lot of special attention and responsiveness that Blooms Today appreciated.** Blooms Today already had an internal IT department, so much of the post-installation process involved user adoption.

The benefits of CT Cloud Voice began immediately. Order accuracy increased with dramatically better call quality and productivity soared with a robust reporting system, which gives administrators a great view of their own system. Blooms Today now has the option to implement a new soft phone system to empower their communication system even further. Their new callback features are set to further increase productivity and decrease human error. When Blooms Today eventually wants to upgrade their system once more, they'll be able to reach out to CallTower and discuss some new options. While there are a few additional reporting features Blooms Today still desires, CallTower is working with them to find the perfect solution to their challenge.



*We're proud of the CT Cloud Voice solution we delivered to Blooms Today and the improvements they've seen in their environment," CallTower Solution Engineer Pat Davis reported. "We've been working closely with them to guarantee both a great user experience and every reporting feature the customer needs. Our goal is to enable connectivity, and we feel we've accomplished that with our work with Blooms Today."*



## ABOUT CALLTOWER

Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions for growing organizations worldwide. CallTower provides, integrates and supports industry-leading, cloud-based, UCaaS and CCaaS solutions, including Cisco® HCS, Cisco® Webex, Native Microsoft® Teams Direct Routing, Microsoft® Office 365, Enterprise Hosted Skype for Business, CT Cloud Voice, CT Cloud Boost, CT Cloud Meeting powered by Zoom and Cloud Contact Center for business customers.

CallTower enhances our clients' strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.