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Partner Enablement

Empowering Partners Through Comprehensive Support Services

The Company | Highlights

ESTABLISHED
Providing communication solutions since 2002 and significantly expanded capability in 2014 to deliver multiple best-of-breed solutions.

PROVEN
85+ Countries, 15 Data Centers, managing over 1M+ users globally.

PROPRIETARY DELIVERY PLATFORM
Internally developed, fully proprietary technology to quote, deploy, integrate, and manage over 25 best-of-breed solutions and features.

COVERAGE, IMPLEMENTATION AND SUPPORT
Coverage in over 85+ countries, multiple data centers in North America, Asia and Europe. Premiere implementation with dedicated Project Manager and 24/7/365 support.

BEST-OF-BREED
End-to-end Cisco Webex, Microsoft Operator Connect, Zoom, and Cloud Contact Center platforms with a proprietary single pane of glass admin portal.

The CallTower Advantage
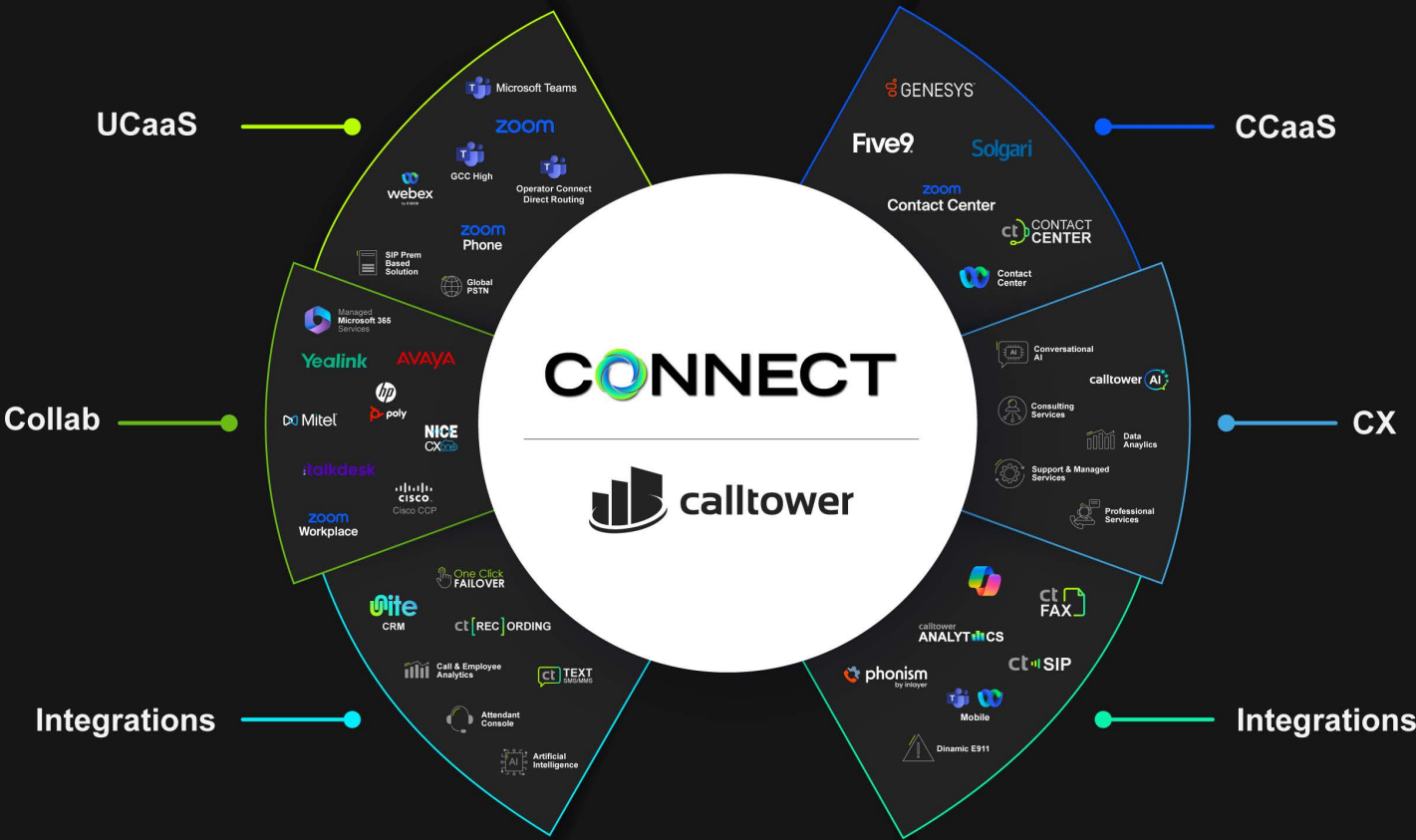
Organization Control:
Admin/User/Mobile App

CallTower Tools:
Catalog/Quote

ALL-IN-ONE PORTAL **&** SINGLE BILL
Proprietary technology to quote, deploy and manage integrated best of breed solutions

Why CallTower for UCaaS, CCaaS & Collaboration

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Managed Implementation with Porting

Dedicated Client Success Team

Re-Route phone calls during a Microsoft, Cisco, Zoom outage

Global Coverage 85+ Countries

25+ Key Integrations: Avaya, Mitel, Nice, Cisco, Genesys

Emergency Services in 30+ Countries

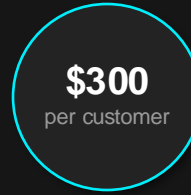Text Messaging, Analytics and CRM Integration

Live Training and 24/7/365 Support

Mass Emergency Communication

100% Georedundant in Private Cloud Environment

Analog Devices Fax, paging, door buzzers, etc.

5 Dynamic Contact Center (CCaaS) Options: Five9, Webex, Zoom CCaaS

Admin Training | 30-minute training

$300
per customer

1	CallTower Connect Admin Portal
2	Solutions Center Overview
3	Customer Portal Overview
4	Billing Overview

Platinum Training | Option 1 – Over $2,000 MRR

$1500
per customer

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Training Adoption Guide review with CallTower training professional

2 hours of live instructor-led customized training - (additional $300)

- This includes other services, such as CT Text, Attendant Console, phone devices, mobile device
- Topics to be covered will be reviewed one-on-one with an initial training review phone call (30 mins)
- Training Recording
- Transcript Document
- Attendance Sheet-This includes who attended the training and time in and out

PDF Training Adoption Guide for future review

30 min Q&A follow-up session for users one week from the go-live date. This will be scheduled at the time the instructor-led training is scheduled.

Training re-cap one-on-one meetings to cover the following (this could be via email or 30 min meeting):

- Customer Portal
- Escalation paths
- Status Page
- Bill Center billing portal
- Solution Center
- Review whom to contact when-1 page document with whom to contact when with emails and phone numbers, if necessary.
- What MPOC does as an Admin (for example Teams DR or Team OC)

Email templates for employees with instructions on when to send them out

- Initial training email: this is an email that gives the users an overview of what is happening and when training is
- What to send one week before the training
- What to send the day before the training

Employee Teams Flyer to post and send to users

Full access to CallTower Solutions Center for all employees

expedited training costs an additional $300 per session; an expedited fee will be added when there is contact during the week of go-live.

Gold Training | Option 2 – Under $2,000 MRR

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$800
per customer

Email Consultation	30 min Q&A follow-up session
CallTower Training Adoption Guide	Employee Launch Training Flyer
1-hour live customized training – (additional session $300)	Who does what flyer to be printed out

- The training session will be documented as a case and will display in the Customer Support Portal
- Invite will be sent to the customer to forward to users
- Training Recording
- Transcript document
- Attendance Sheet-This include who attended the training and time in and out

Full access to CallTower Solutions Center for all employee and admins

expedited training costs an additional $300 per session; the expedited fee will be added when there is contact during the week of go-live.

Customer Training Packages

Platinum | $1500

- 2 (1 hour live) User Training Sessions
- 1 (30 min live) Q&A Session
- 1 (45 min live) Admin Session
- On-Demand Training Module Including Email Templates

Gold | $800

- 1 (1 hour live) User Training Session
- 1 (30 min live) Q&A Session
- 1 Admin On-Demand Module

Silver | $300

On-Demand Module:
- Includes the following topics:
- User Desktop App Calling
- User Mobile App
- User Meeting
- Admin Tools
  - CallTower Connect
  - Teams Admin Portal
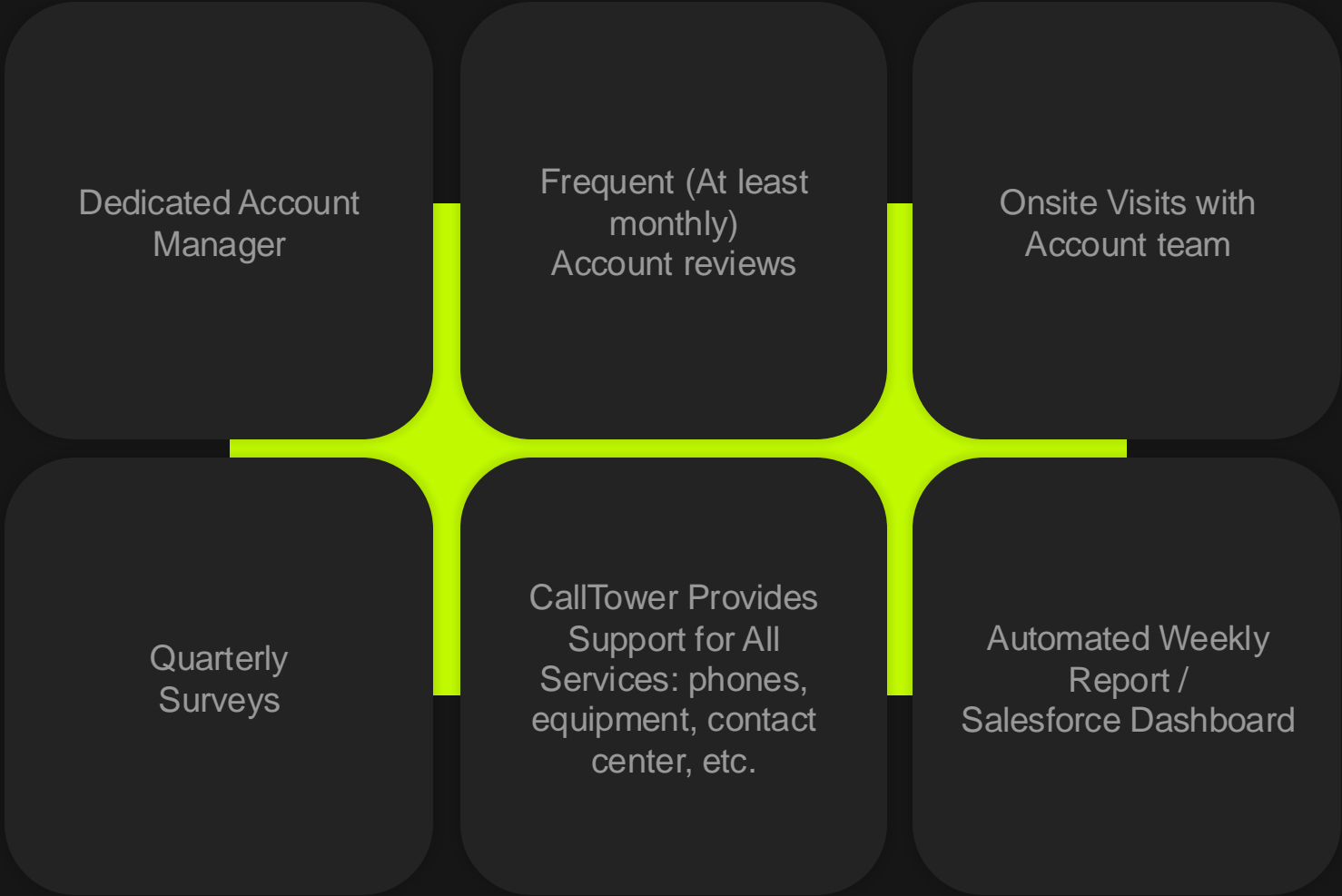
On-Site Training | $2100

- One full day of training

Add-On Training | $600

- 1-hour session
Email customertraining@calltower.com for request.

UC Solutions Center

Visit our Solutions Center to receive an array of helpful tips giving a **better understanding of how to get the most out of your CallTower services and features**.

Client Success Team

Dedicated Account Manager

Frequent (At least monthly) Account reviews

Onsite Visits with Account team

Quarterly Surveys

CallTower Provides Support for All Services: phones, equipment, contact center, etc.

Automated Weekly Report / Salesforce Dashboard

Clients

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Johns Hopkins University · General Atomics Aeronautical · Special Olympics · AMA American Medical Association · United States Postal Service · Boeing Intelligence & Analytics · MIT Lincoln Laboratory · Siemens

MathWorks · MS Focus Multiple Sclerosis Foundation · Gibson · Boys & Girls Clubs of America · The Ritz-Carlton Yacht Collection · nefa New England Foundation for the Arts · Virgin Galactic · Ping · McCrowd Restaurant Group

NRA Freedom's Safest Place · Subaru Discover the Best You · Sierra Pacific Mortgage · Las Vegas Valley Water District · Brookings · The Bank of Princeton Bank Wisely · Perkins Eastman · Nu Skin Discover the Best You

Subway · Tourneau · Jimmy Choo · PGA Tour Superstore · Rémy Cointreau · OU · the Y YMCA · Quiznos · Best Buddies · Land Home Financial Services, Inc.

Stanley Black & Decker · accenture · Lindt Maître Chocolatier Suisse Depuis 1845 · Weeks Marine · Ghirardelli Chocolate · Phillip Jeffries · crocs · McDonald's

Oklahoma Hall of Fame · Cushman & Wakefield · Regis University · First Financial Credit Union · The Wine Group · TV Guide Magazine · Newman's Own · Bestop

Reno Aces · The Michael J. Fox Foundation for Parkinson's Research · PSEG · Cystic Fibrosis Foundation · University of Maryland · Franklin · Girard's Salad Dressings · NFPA · boingo · World Market

Operational Success

Well Defined
Processes

Clear Case
Handling
Procedures

Customer Intimacy
With Solution
Knowledge

Implementation Process

CallTower's Implementation Project Manager (IPM) is responsible for the entire Implementation Project and onboarding of our customers.
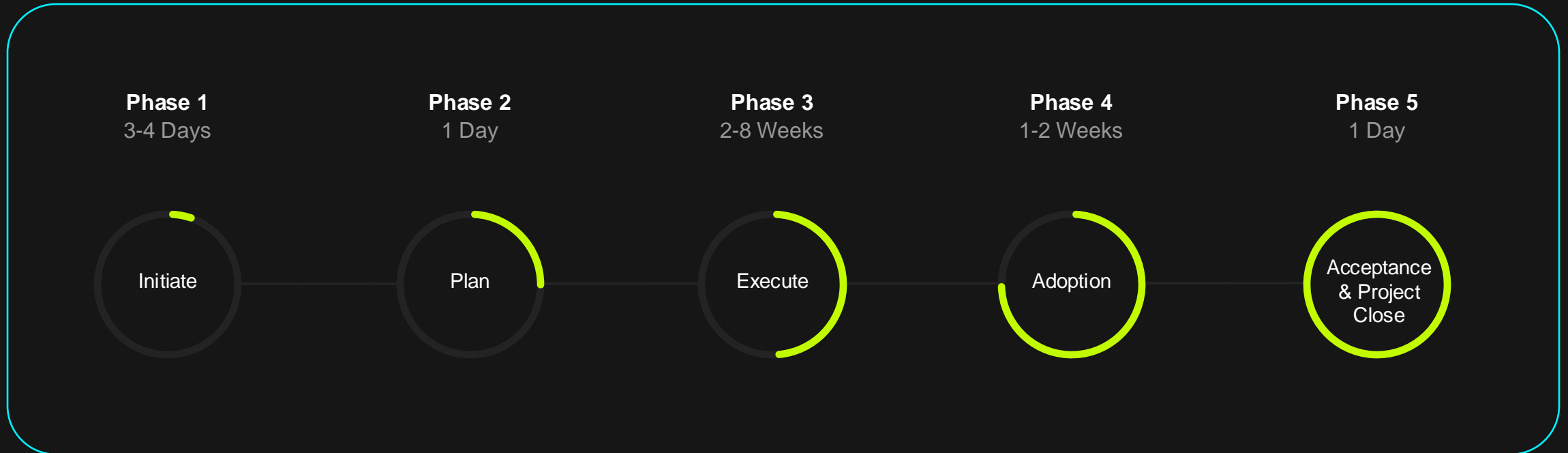
IPMs Place Special Focus On:

Establishing Clear Implementation **Expectations**

Ensuring Success Through **Execution** And Delivery That Is Aligned With Established Expectations

The Customer's **Experience** Throughout The Process

Implementation Process | Life-Cycle Process

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Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
3-4 Days	1 Day	2-8 Weeks	1-2 Weeks	1 Day
Initiate	Plan	Execute	Adoption	Acceptance & Project Close

*Implementation Project Managers (IPM) are assigned to customers after:
1.) the customer's order and required accompaniments are submitted for processing;
2.) the order is sent to CallTower's Implementation Department of IPM assignment.

Access To CallTower's Client Service Support (CSS)

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Customer Support Portal – 24x7x365

All customers have access to the CallTower Customer Support Portal to open, review and communicate on support cases. Please follow the link to login to the portal http://support.calltower.com.

If you have trouble logging into the support portal, please contact CSS via phone. The Customer Support Portal provides access to view all open and closed support cases attached to your account. Clients may also open new support cases and comment on cases in progress.

Please be advised all cases opened via the Customer Support Portal open with a Priority 4 until they are reviewed and appropriately dispositioned. If an issue is urgent, please contact CallTower CSS via Chat or Phone.

Knowledge Base

Located in the CallTower Customer Support Portal is a knowledge base with articles for self-help and self-administration. Articles are continually being added and updated to provide customers with on-demand information regarding common issues.

# Access To CallTower's Client Service Support (CSS)

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Chat
M-F 5 AM to 12 AM MT, S/SU 8 AM To 5 PM

CallTower Chat is available on our website at www.calltower.com. Chat is a recommended method to open high priority support cases in addition to other standard priority issues. Live technicians are available to immediately work and escalate issues for quicker resolution.
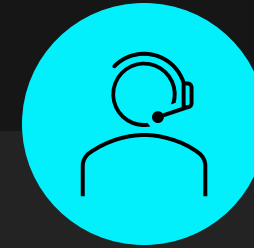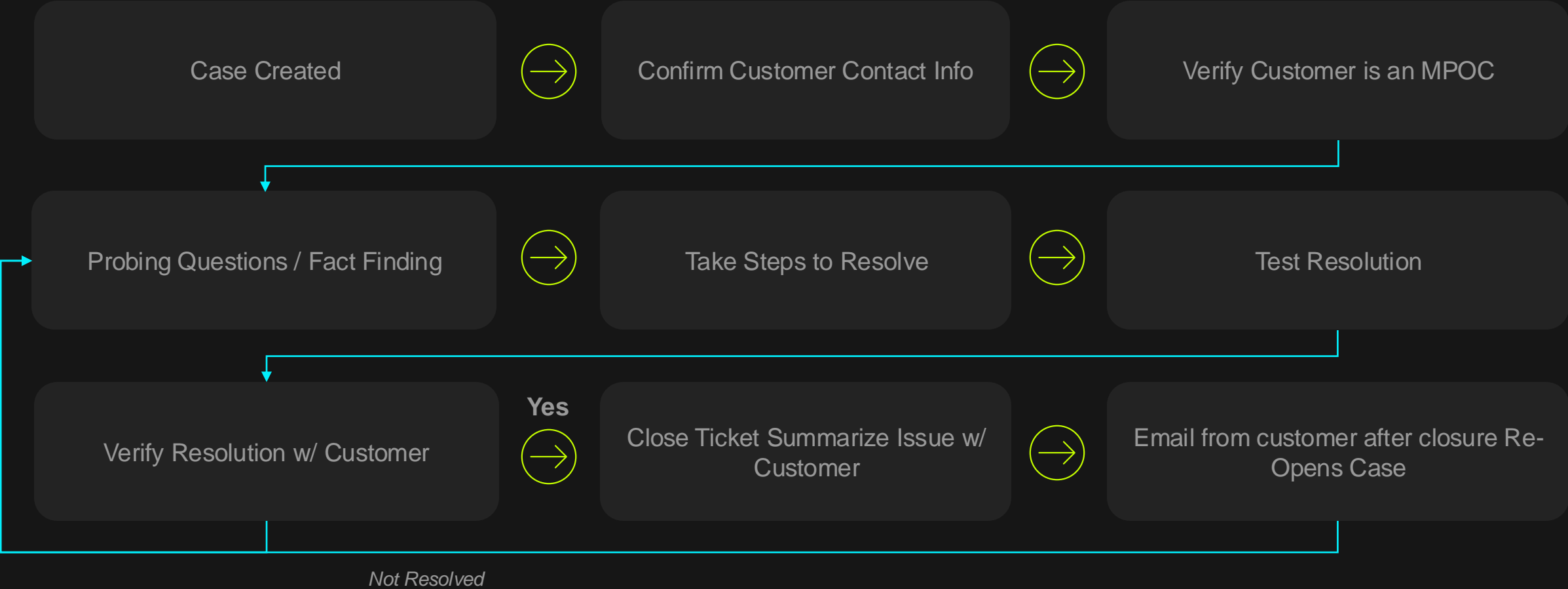
Phone Support
(800) 347-5444 – 24/7/365

Phone Support will connect clients to a Customer Service Representative to assist with opening a support case and then connecting clients to the appropriate specialist to work the request. Phone Support is another recommended method to open high priority cases.

Case Lifecycle

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| Case Created | → | Confirm Customer Contact Info | → | Verify Customer is an MPOC |

| Probing Questions / Fact Finding | → | Take Steps to Resolve | → | Test Resolution |

| Verify Resolution w/ Customer | **Yes** → | Close Ticket Summarize Issue w/ Customer | → | Email from customer after closure Re-Opens Case |

Not Resolved

Partner Enablement

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As a partner, you'll gain opportunities to offer CallTower's global services, helping you boost revenue, increase profitability, and enhance your customer solutions.

Our global portfolio includes:

- Cisco Webex Calling/Teams, Contact Center, and Meetings Solutions

- PSTN Services in over 85 Countries

- SIP Trunking

- Managed SD-WAN

We're known for **industry-leading customer service and innovative solutions**. Your CallTower account team member is here to support you, but you're always welcome to reach out to me directly with any questions.

Partner Enablement

CallTower's Agency (Channel) Partner Program offers a range of benefits designed to enhance your business growth and service offerings. Here's a summary of the marketing enablement information:

The program emphasizes a commitment to partner success, focusing on exceptional growth and customer satisfaction.

- **Customizable Solutions**: Tailor communication solutions to meet specific business needs.

- **Comprehensive Training**: Equip your team with thorough training and certification for excellence.

- **Dedicated Support**: Enjoy personalized account management for seamless operations.

- **Enhanced Revenue Streams**: Boost profitability through diverse service offerings.

- **Access to Cutting-Edge Technology**: Seamless integration with advanced solutions.

- **Scalable Growth**: Opportunities to empower your business to expand.

- **Extensive Support**: Utilize robust marketing resources and technical support to overcome challenges.

Marketing Enablement

- Find co-branded materials within our partner portal
- On-demand webinars
- Socials
    - Facebook
    - LinkedIn
    - X
    - YouTube
    - Instagram
- CallTower TV