



Go-To-Market
Microsoft Teams
OC

MSP TOOLKIT





Microsoft Teams Operator Connect Marketing Guide



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YOUR LOGO

Operator Connect Sales Enablement



- Are you using Microsoft 365 today and want to voice enable Teams?
- Are you looking to migrate from on-premise to a cloud-based communications platform?
- Do you need key business integrations, like texting, emergency notifications, devices, efax, credit card machines, or many more?

- Do you need International MS Teams voice enablement?
- Are you utilizing a legacy phone service and need to migrate to MS Teams?
- Do you require a georedundant network with one-click failover options?

Challenge

Currently spending Telecom dollars with many vendors to enable business communications

Downtime issues

Limited support with long-wait times and do-it-yourself instructions without personalized attention

Solutions

Solved with cloud-based portfolio of solutions, apps and integrations all provisioned within admin portal

Solved with geo-redundant network architecture + one-click failover, voice continuity, SIP trunks and SD-WAN options

Solved with your services and partner support from CallTower

Implementing these marketing techniques will demonstrate the value of Microsoft Teams Operator Connect, and address the following

- Global calling
- Live training and 24/7/365 support
- Maintain the needs of a hybrid work environment

Monitor	Rate	Follow Up
<p>Run the campaign on a marketing platform to track key actions, such as email opens, clicks and downloads.</p> <p>The Landing Pages contain forms that will allow you to get interested parties contact information.</p>	<p>Track which contacts are opening the emails and downloading content.</p> <p>Prioritize those engaging the most for immediate follow-up.</p>	<p>MSPs should follow up with prospects via email or phone.</p>

“ Outbound Call Script 1: **Initial Contact**

Introduction:

"Hello [Customer's Name], this is [Your Name] from [Your MSP Company]. How have you been? I'm reaching out because we have an exciting opportunity to enhance your current setup with Microsoft Teams Operator Connect, and I believe it could greatly benefit your operations."

Key Points:

- "With Operator Connect, you can integrate PSTN calling directly into Microsoft Teams using your existing service providers. This means you can make calls effortlessly within Teams without altering your current infrastructure."
- "The solution is designed to be highly reliable and secure, which is essential for maintaining your business standards in today's digital environment."

Engagement Questions:

- "Are you currently utilizing Microsoft 365 within your organization?"
- "How do you currently handle your business communications, and are you satisfied with the existing system?"
- "Have you thought about integrating a more unified communication platform to boost productivity?"

Handling Objections:

- If they mention cost: "I completely understand that budget is a concern. Operator Connect can actually help you save money by merging your communications into one efficient system."

Closing:

- "Would you be interested in scheduling a short demonstration to see how this can integrate with your team's current setup?"



“ Outbound Call Script 2: **Follow-Up**”

Introduction:

"Hi [Customer's Name], this is [Your Name] from [Your MSP Company]. We spoke last [mention day] about adding voice to Microsoft Teams Operator Connect. I wanted to follow up to see if you have any questions or need further information."

Key Points:

- "Operator Connect offers direct routing that streamlines call management and boosts call quality by using your current service providers with Microsoft Teams."
- "It is scalable to grow with your business, ensuring simplicity without added complexity."

Engagement Questions:

- "Have you had a chance to go through the materials I sent? What caught your attention?"
- "Do you currently use Microsoft 365? If so, Operator Connect can integrate seamlessly to enhance your existing framework."
- "What specific challenges are you encountering with your current communication tools?"

Handling Objections:

- If they mention integration concerns: "Our solution is crafted for quick integration with minimal disruption, and we provide full support to ensure a smooth transition."

Closing:

- "Would it be beneficial for us to schedule a time for a personalized walk-through of Operator Connect's capabilities?"



“ Outbound Call Script 3: Closing”

Introduction:

"Hello [Customer's Name], this is [Your Name] again from [Your MSP Company]. I hope you're doing well. I wanted to follow up on our previous conversation to see how you feel about moving forward with Microsoft Teams Operator Connect."

Key Points:

- "By adopting Operator Connect, you'll enjoy clearer calls and reduced downtime, leveraging your existing phone services to make calls directly in Microsoft Teams."
- "Our competitive pricing and all-inclusive support make this a cost-effective and hassle-free solution."

Engagement Questions:

- "Are you already using Microsoft 365? Using it alongside Operator Connect can further streamline your communication processes."
- "What more can I provide to assist you in making an informed decision?"
- "Are there any concerns we can address to ensure Operator Connect is the right choice for your business?"

Handling Objections:

- If they mention needing more time: "I completely understand the need to evaluate all options. How about we set up a tentative implementation plan that allows you the flexibility to explore further while securing your position?"

Closing:

- "Shall we proceed with setting up the next steps to get you started with Operator Connect?"



YOUR LOGO

Tools + Pointers
Marketing Made Easy!



Subject Line:

Elevate Your Communication
with Operator Connect

Preview Text:

Enhance your current setup
with seamless integration and
efficiency

Hey [Customer's Name],

Are you looking to streamline your business communications and connect with your customers more effectively? As your trusted MSP, we have a fantastic opportunity to enhance your existing products with Microsoft Teams Operator Connect.

Operator Connect allows you to integrate PSTN calling directly within Microsoft Teams, using your current service providers. This seamless integration means you can improve efficiency, reduce costs, and elevate your customer experience—all without changing your current setup.

We'd love to discuss how this integration can benefit your operations. Let's schedule a call to explore how we can get started!

Best,
[Your Name]

Subject Line:
Maximize Your Microsoft
Teams Experience

Preview Text:
Unlock the full potential of Teams
with Operator Connect

Hey [Customer's Name],

Microsoft Teams is already a powerful tool in your arsenal, and we're excited to help you get even more out of it. By integrating Operator Connect, you can access PSTN services directly from your Teams environment, simplifying communication for your team.

As your MSP, we're here to support you in making this transition as smooth as possible. Let's discuss how Operator Connect can streamline your communication and boost productivity.

Schedule a call with us today to learn more about this exciting enhancement.

Best,
[Your Name]

Subject Line:
Simplifying Business
Communication

Preview Text:
Streamline your services with
Operator Connect

Hey [Customer's Name],

We understand how critical robust communication is for your business. With Operator Connect through Microsoft Teams, you gain more than just integrated voice services. You access a comprehensive solution that meets all your communication needs through one unified platform.

We're eager to show you how this can improve customer satisfaction and operational efficiency. Let's talk about how we can make your communication strategy more effective.

Contact us today to see how we can work together on this.

Best,
[Your Name]

Subject Line:
Your Guide to Seamless
Microsoft Teams Implementation

Preview Text:
Navigate your Teams setup
effortlessly

Hey [Customer's Name],

Are you considering enhancing your communication setup with Microsoft Teams? We're here to ensure your transition is smooth and efficient. Our comprehensive implementation guide will walk you through each step, from setup to onboarding.

As your MSP, we're committed to providing the resources you need for success. If you have any questions or need further assistance, our team is just a call away.

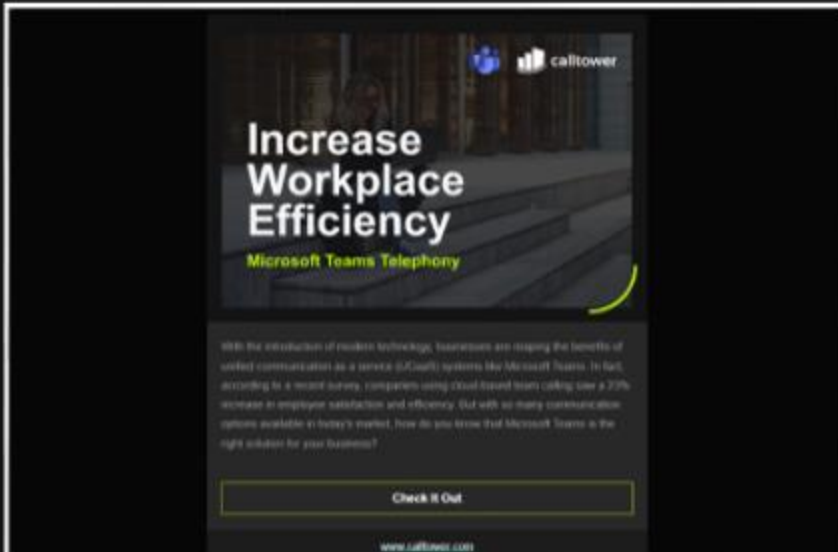
Thank you for trusting us with your communication needs. We're excited to help you succeed with Microsoft Teams!

Best,
[Your Name]

Why should you create landing pages?

- It is a Call-to-Action (CTA) for your emails.
- Landing Pages contain forms that will allow potential customers to show they are interested by providing you with their contact information.
- Contact information submitted in the form will be sent to you via email to the address you specify leading to follow-ups.

Email with CTA (download an educational piece)



When they click on 'Check It Out' it leads to this.



Where you gather their information when they download the guide.

Tying them to your communications.

Landing Page



Campaign Content



Engaging emails and social posts drive traffic to landing pages for registration

Email



Navigating MS Copilot and Teams

Date: April 17
Time: 11:30AM ET // 9:30AM MST
30 Minute Webinar

Greetings, Tech Enthusiasts!

Are you ready to buckle up and take a thrilling ride into AI? Join us for this exclusive webinar that will unveil the magic of Microsoft Copilot! This groundbreaking technology revolutionizes the world of digital assistance and productivity.

[Register Today](#)



Social Media



Landing Page



Channel Content and Workflow



Best times to send emails are Tuesday and Wednesday mornings



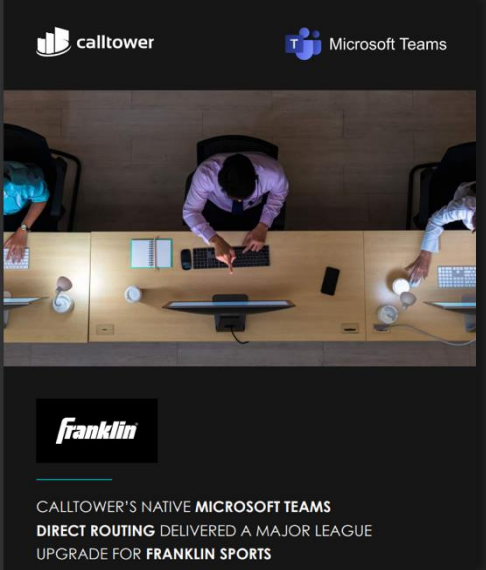
Email 1

**Microsoft Teams
Operator Connect**
[CTA: download an educational piece](#)



Email 2

**Improve your workflow
with CallTower**
[CTA: download an educational piece](#)



Email 3

**Adding CallTower solutions
to Microsoft Teams**
[CTA: download an educational piece](#)





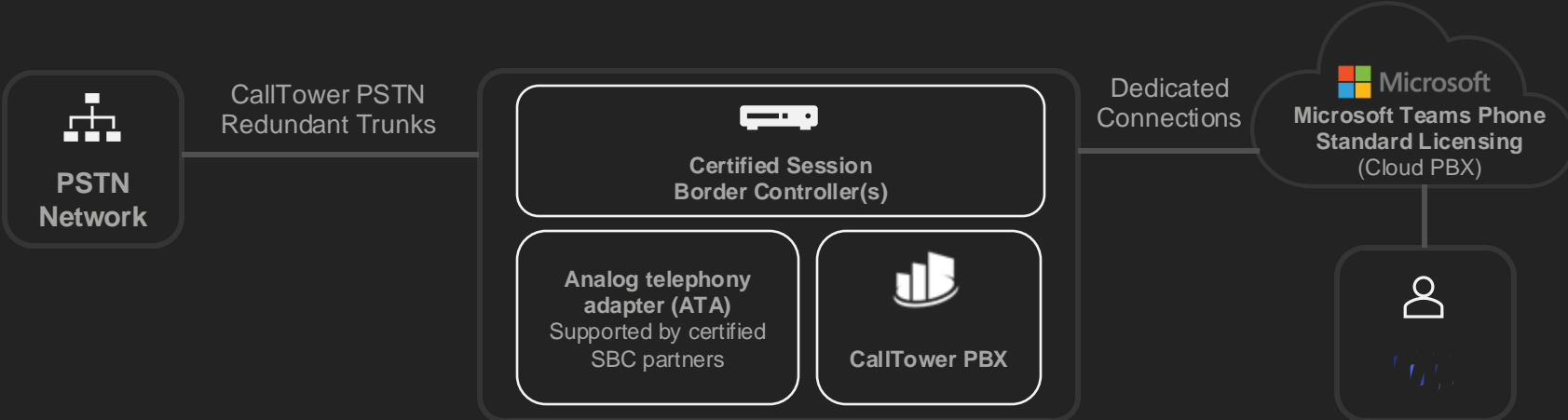
Operator Connect for Microsoft Teams



Operator Connect and Direct Routing



Native Direct Routing



Operator Connect



Operator Connect vs Direct Routing



Features	Operator Connect	Direct Routing
DID Management	Microsoft Admin Portal	CallTower Connect Portal
Connectivity into Microsoft	Microsoft Azure Peering Service Carrier	Microsoft Azure Peering Service Carrier
GCC High	Coming Soon	Supported
Conferencing	Coming Soon	Add-On / Outbound Only
Contact Center Integration	Add-On	Add-On
CRM Integration	Add-On	Add-On
Devices	Supported	Supported
Powershell Service Account	Not Required	Required
Ad-Sync	Not Applicable	Add-On
E911 Emergency Services	Dynamic	Static
Teams Mobile Dialer Analytics365	Add-On Add-On	Add-On Add-On

Operator Connect vs Direct Routing | Continued



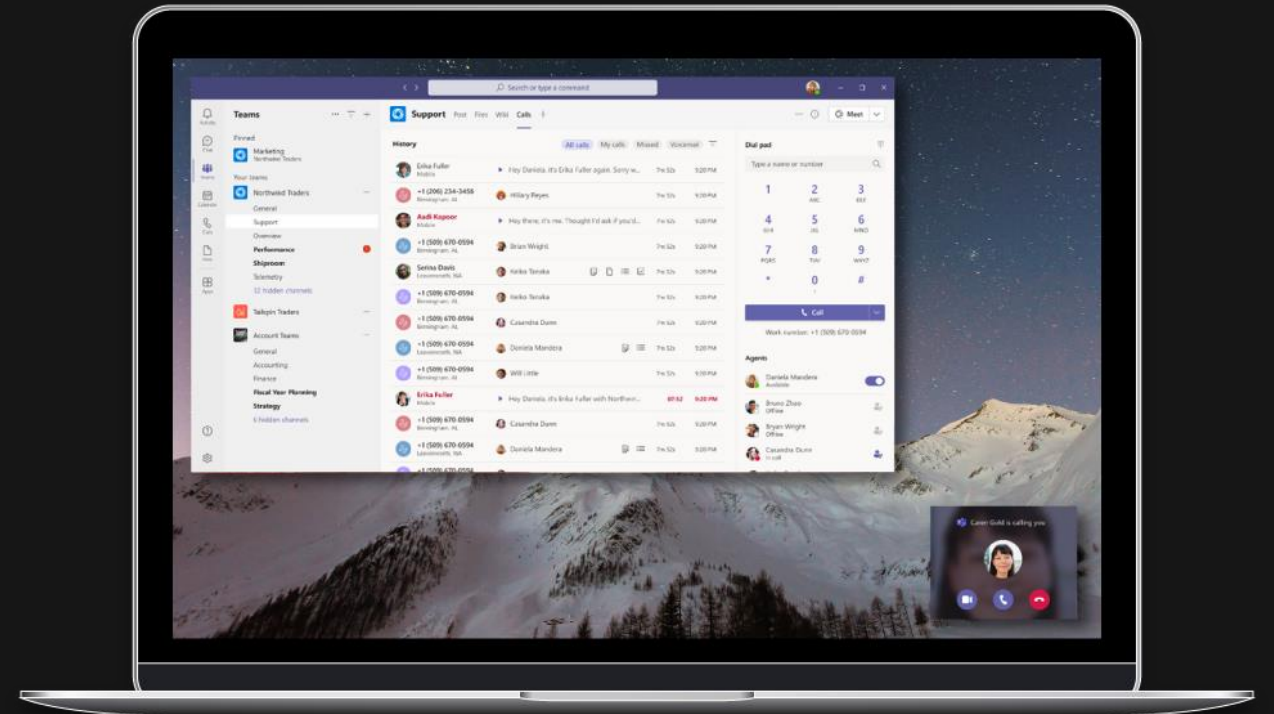
Features	Operator Connect	Direct Routing
Inbound International (DIDs)	100+ Countries	100+ Countries
Operator Console	Add-On	Add-On
On-demand Call Recording	Included	Included
Automatic Compliance Recording	Add-On	Add-On
SMS Text	Add-On	Add-On
Call Masking	Native Teams Calling ID Policies	Calling Party Identity in Connect
Call Re-Routing/Failover Options	Included	Included
Geo-redundant SBC's	Yes – SBC's connect directly to Microsoft	Yes – SBC's connect to each tenant
Calling Plan Licensing	Per DID uploaded to the tenant	Per user assigned in Connect
Licensing	Unlimited or Metered	Unlimited, Metered or Mix & Match by User
24/7/365 Support	Shared SLA and ticketing between Microsoft and CallTower	Standard Premier Support
M365 Microsoft Teams Phone Standard Licensing Support	CallTower works with Microsoft for PSTN related issues	Customer works with license vendor (your MSP)

Operator Connect For Microsoft Teams



Enabling Teams as a primary Microsoft Teams Phone Standard Licensing

Operator Connect allows Microsoft Teams administrators to open the “Operators” tab in the Teams Admin Center to connect calling services, acquire phone numbers, and assign users. Operators, such as us, will provide technical support and manage the voice network and infrastructure.



- 1 Teams Phone is a first-class call control solution for both Enterprises and SMBs
- 2 Customers have the options and support needed to make Teams their calling solution
- 3 The supported device portfolio lets customers use the endpoints they want/need

Microsoft Teams Phone

Cloud-based enterprise-grade calling capabilities

Operator calling plans

Operator Connect

Seamless integration of qualified operators

Direct Routing

Bring your own operator & on-prem infrastructure

Microsoft Teams Phone devices and endpoints

Phones, peripherals, and softphone

Operator Connect | The Advantage



Full digital journey in the Microsoft Teams Admin Center for simple and quick deployment.

Replace multiple local telco contracts to consolidate voice services

Carrier-class 24/7/365 technical support and shared service level agreements with Microsoft

Provision through Connect in minutes and assign phone numbers to your users

Extensive carrier connections with 15+ Voice carriers and 30+ Internet peering partner

Direct Connectivity to Microsoft

Key add-ons like Operator Console and Call Recording

E911 Emergency Services

Central or local billing for Operator Connect service

No equipment is required on site, including SBCs, saving capital expense

Transition easily from your existing telephony to Microsoft Teams Phone Standard Licensing

Self-provisioning portal with Analytics around calling



Leverage Existing Contracts Or Find A New Operator

You keep your preferred operator and contracts or choose a new one from a selection of participating operators to meet your business needs.

Enhanced Support And Reliability

Operators provide technical support and shared service level agreements to improve support service, while direct peering powered by Azure creates a one-to-one network connection for enhanced reliability.

Operator-managed Infrastructure

Your operator manages the PSTN calling services and Session Border Controllers (SBCs), allowing you to save on hardware purchase and management.

Faster, Easier Deployment

You can quickly connect to your operator and assign phone numbers to users -- all from the Teams Admin Center.



Interoperability with third-party systems



Leverage existing PSTN Service



Media optimization



Deployment flexibility



Pure Cloud or managed

A Simple Teams Calling Solution

You keep your preferred operator and contracts or choose a new one from a selection of participating operators to meet your business needs.

Faster, Easier Deployment

You can quickly connect to your operator and assign phone numbers to users — all from the Teams Admin Center.

Enhanced Support And Reliability

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Operator Connect For Microsoft Teams



Simply and seamlessly enable calling in Teams using your existing telecom operator

Bring your own telecom operator

Maintain your operator contracts and relationships, while providing users a modern calling experience in Teams

Setup in minutes; simplify provisioning and management

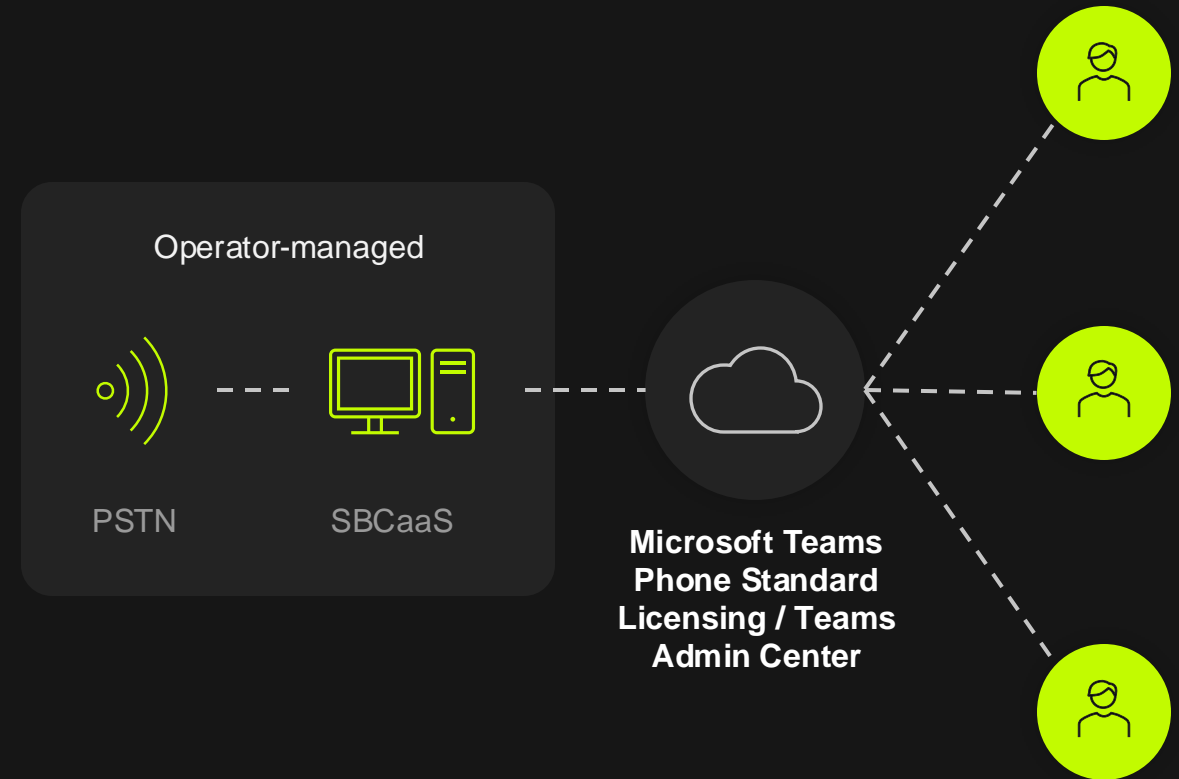
Establish the connection to your operator, provision users, and assign phone numbers from the Teams Admin Center

Save on infrastructure purchase and management

Manage call control in the cloud with Microsoft Teams Phone Standard Licensing, eliminating need to purchase and maintain equipment

Feel confident with enterprise-grade reliability & support

Operators provide technical support and service level agreements, and direct peering powered by Azure creates a 1:1 network connection to enhance resilience



Seamless Integrated Teams Calling



Operator Connect for Microsoft Teams is an operator-managed calling solution for collaborative organizations. By leveraging Operator Connect, users can experience:

Simple telephony services provisioning

Greatly reduced deployment processes and timeframe, via advanced automation courtesy API integration

The clarity and reliability of CallTower's global voice-optimized network

Access to provision and manage phone numbers in the Microsoft Teams Admin Center (administrators only)



A Simple Teams Calling Solution

Make and receive local, long-distance, mobile, audio or video calls in Microsoft Teams through one business number



Collaborate As One

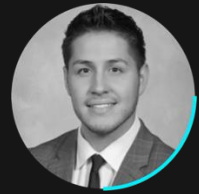
Every collaboration tool of Microsoft Teams is now empowered with every communication tool of Operator Connect – in one simple app

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