



PING[®]

CALLTOWER'S NATIVE MICROSOFT TEAMS DIRECT ROUTING DELIVERED A HOLE IN ONE UPGRADE FOR PING GOLF

Empowering Ping golf with Natively Integrated Microsoft Teams UCaaS and CCaaS Solutions



ABOUT PING GOLF

PING is a family-owned company founded in 1959 in the garage of Karsten Solheim. Karsten's frustration with his putting inspired him to design a putter, which made a "pinging" sound when striking a golf ball. Today, PING is synonymous with innovation, quality and service in the world of golf.

PING products are designed, engineered, and assembled at the company's corporate headquarters in Phoenix, Arizona. The company employs workers in a variety of capacities, including golf club production, customer service, administrative, engineering, and managerial positions.

Their Mission: *"To be the unquestioned leader in innovation, design, service and quality while providing an enjoyable environment for employees that allows them to fulfill their potential."*

THE CHALLENGE

Manufacturing organizations faced a unique challenge during the onset of the covid-19 pandemic. Unlike companies that could simply move all their employees to a remote work situation or easily implement social distancing standards, many manufacturers are bound to the physical limitations of their work. These companies commonly need to have all of their labor performed under a single roof, often with little space between employees for efficiency purposes. Phone systems for manufacturing companies are often hardware based as well, creating hurdles toward the goal of transitioning to unified communications as a service (UCaaS) system with softphone technology and great mobile connectivity.

PING Golf, a household name in the world of golf aficionados and professionals across the globe, faced a communication challenge in early 2020. **They needed to upgrade their communication systems in order to keep the business both thriving and safe for their employees.** A communication change had been on the horizon for a time – successful, family-owned businesses rightly see the value of holding onto a system that works – but the new social distancing restrictions pushed this decision to the front of the line. Chris Mellott, Senior Telecommunications Technician of PING Golf, was tasked with the change.

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We already had Microsoft Teams for a number of our employees, particularly those who work in the offices,’ recounted Chris Mellott, PING’s Senior Telecommunications Technician, “so we knew that was the solution for the rest of the company. We worked with our current on-prem systems vendor, Maverick Networks to work with us on finding a solution.”

Microsoft Teams was PING’s vision of unifying as a unified global company and manufacturer. PING Golf was already nearing the end of their contract renewal period with Mitel when COVID hit and although there were plans to change over to Teams eventually, the pandemic incentivized them toward making the change. PING also wanted to separate contact center solution for their customer service department while still maintaining Microsoft Teams licensing for the rest of the company.

THE SOLUTION

Maverick Networks set off into the UCaaS provider community to find the right fit for PING Golf. Maverick and PING reviewed the information from several companies - **RingCentral, 8x8 and even a return to Mitel itself – but none of them had the desired price point, nor could they adequately shoulder the weight of support that PING required.** Beyond that, PING wanted to maintain control of their licenses and loop in a robust, cloud-based contact center solution from Five9 for the customer service department. Only one company ticked off all these boxes for PING’s communication challenge: CallTower.

CallTower went to work on PING’s solution. The first thing CallTower delivered was a suitable price point for the solutions PING needed – saving them a considerable amount compared to the rates of competitive solutions available elsewhere. Then, CallTower began to manage the transition of the licenses from Maverick Networks into CallTower’s Microsoft Teams direct routing solution. From there, using the CallTower Connect admin portal, CallTower was able to give licensing control back to PING Golf.

PING REQUIRED

- ✓ competitive pricing
- ✓ robust support program
- ✓ control of their licenses
- ✓ cloud-based contact center

Only one company ticked off all these boxes for PING’s communication challenge: **CallTower.**

Aside from licensing control, CallTower Connect was a critical piece of the overall system for PING Golf. CallTower Connect is a proprietary user-friendly portal, created and developed in-house. This system ensures CallTower customers can administer services without expertise in any one technology or hiring outside consultants to manage their UCaaS platforms. The workload of PING’s administrators is set to decrease as users can access a simplified panel where quick changes such as call forwarding, password management, PIN changes, speed dial button assignments and personalizing voicemail profiles can be made without a call to support.

THE RESULTS

PING Golf now has a **complete turnkey Native Microsoft Teams solution with a comprehensive admin portal, a robust US-based customer service apparatus and a single monthly bill for their accounting department to track.** All their employees, not just those sitting in front of a computer, can now benefit from the functionality, collaboration and ever-critical mobile flexibility.

As with any new system, especially one as time-honored as those PING Golf was operating, with change comes challenge. Some employees miss the desktop phones used to build a powerful company, they admit that the advantages outweigh the strange newness of their UCaaS solution. With just a little help from CallTower, PING Golf was able to navigate the storm of the COVID-19 pandemic and make a technological jump toward new successes.

” *We’re incredibly proud of the customized turnkey Teams UCaaS solution we designed for PING Golf,” concluded William Rubio, CallTower Chief Revenue Officer. “Our goal was to bring all the pieces together to make PING’s communication system modern, powerful, flexible and effective in the new world environment we’re all facing, and we feel like we accomplished that – and then some. CallTower works hard to deliver the right solution to the customer and not force our customers to work around a single solution offering.”*



ABOUT CALLTOWER

Experience seamless, intelligent communication with CallTower, your trusted cloud communications provider.

We specialize in Unified Communications as a Service (**UCaaS**), Collaboration as well as Contact Center as a Service (**CCaaS**), Conversational AI (**CAI**) technologies, with end-to-end professional and managed services. Our expertise and commitment to exceptional Customer Experience (**CX**) empower businesses to connect, collaborate, and grow with ease.

From streamlining workflows and optimizing IT infrastructure to proactive management and strategic guidance, our innovative and scalable solutions are designed to meet your unique business needs. **Redefine the way your organization communicates with CallTower—where innovation and expertise unite to drive meaningful connections and lasting success.**

