

Partner Win

Transitioning a Mid-Sized Healthcare Organization to CallTower's Calling Plans

Client Profile

Healthcare Organization

Specializing in transforming care delivery for payers, providers, and patients. They focus on value-based care by integrating technology with in-home, virtual, and in-clinic services to improve clinical, financial, and operational outcomes.

Size: Mid-Size | between 501 and 1,000 employees

Industry: Healthcare

Highlights

Challenge

- A mid-sized healthcare organization faced rising Microsoft Calling Plan costs and lack of customization
- They needed a cost-effective, easy-to-implement solution that provided added value through analytics and customization

Solution

- Partnering with Insight and CallTower, the organization saved nearly 50% on Calling Plans with a seamless Teams transition.
- CallTower's premium Teams analytics improved reporting and system performance visibility

Outcome

- 45% cost savings, seamless Teams transition, and enhanced analytics boosted performance
- CallTower's lucrative commission structure and upsell opportunities empowered sales reps with one-time payouts, recurring commissions, and tailored solutions, driving faster sales cycles and higher customer satisfaction

Challenge

A mid-sized healthcare organization faced a significant issue when Microsoft increased the cost of their direct Calling Plans from \$12 to \$15 per user. With rising costs becoming unsustainable, the organization began searching for a more affordable alternative. Additionally, Microsoft's direct Calling Plans limited their ability to customize services and offered no commission opportunities to their channel reps, creating a gap in incentives for their sales team. The healthcare provider needed a cost-effective solution that was easy to implement and offered additional value through analytics and customization.

Approach and Solution

The healthcare organization partnered with Insight, which leveraged its collaboration with CallTower to provide a compelling alternative. CallTower offered Calling Plans at \$8.32 per user, delivering nearly 50% cost savings compared to Microsoft. Transitioning from Microsoft was seamless since the organization was already using Teams. This eliminated the need for professional services like call queues and auto attendant setup, significantly reducing implementation complexity and time.

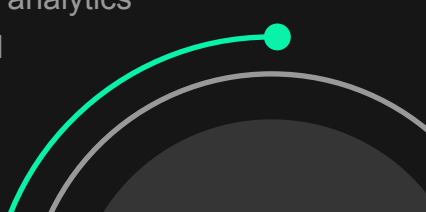
To add further value, CallTower provided a premium Teams analytics package, going beyond Microsoft's built-in features. This element enhanced the organization's reporting capabilities across all users, allowing for improved visibility into their system's performance.

Success Outcomes

Substantial Cost Savings: The organization reduced the price of Calling Plans by 45%, saving significant costs on their telephony expenses.

Seamless Transition: With no need for additional professional services, the switch was quick and efficient, ensuring minimal disruption to business operations.

Enhanced Features: The organization upgraded to a comprehensive Teams analytics package that delivered deeper reporting insights, improving performance and decision-making.



Sales Rep Incentives: Insight's reps, who previously received no commission from Microsoft's direct plans, began earning one-time payouts and ongoing commissions through CallTower's offering.

Benefits for Sales Representatives: This use case offers a unique opportunity for sales reps, significantly enhancing their ability to close deals and earn rewards.

Lucrative Commission Structure: With CallTower, reps can earn both one-time payouts and recurring commissions. This is a clear advantage over Microsoft's Calling Plans, which do not compensate reps for direct sales.

High Customer Appeal: The near 50% cost savings is a strong selling point, particularly for businesses already using Teams and looking to reduce expenses.

Ease of Selling: CallTower simplifies the selling process by eliminating the need for professional services in transitions and adding value through analytics packages. This leads to faster sales cycles and increased customer satisfaction.

Upsell Opportunities: The custom Teams analytics package and additional services from CallTower provide excellent opportunities for reps to upsell. Tailored solutions meet clients' unique needs, enabling reps to expand the scope of deals.

Valued Partnership

The partnership between the healthcare organization, Insight, and CallTower demonstrated the power of cost savings, seamless implementation, and added value through enhanced features. For sales reps, the ability to earn commissions and one-time payouts while providing customers with superior and affordable solutions makes CallTower's plans a win-win scenario. This case serves as an example of how leveraging strategic partnerships leads to impactful outcomes for both clients and sales teams.

Let's Connect