



CALLTOWER'S MSP PROGRAM:

How MSPs Can Utilize CallTower's Solutions for Customer Loyalty & Retention

Having reliable, cutting-edge communication tools and services is a game-changer for businesses striving to stay ahead of the competition.

Managed service providers (MSPs) can provide these solutions to organizations in need of reliable communications, but gaps in offerings can limit their ability to increase productivity and revenues for their customers. This is where [CallTower](#) comes in.

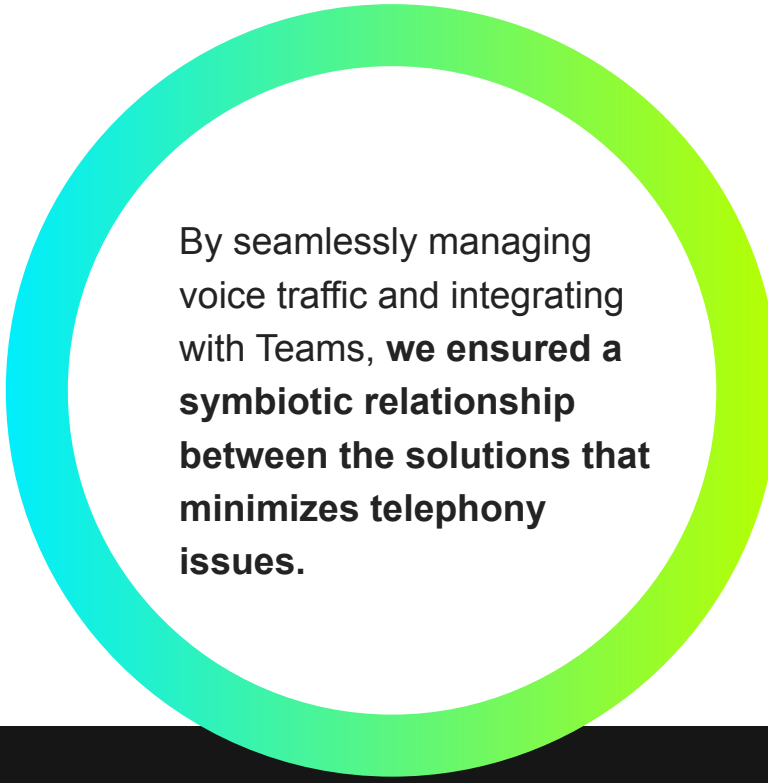
By partnering with us through our [Partner Program](#), MSPs like you gain access to a robust portfolio of industry-leading [UCaaS](#) and [CCaaS](#) solutions designed to transform the way your customers connect, collaborate, and succeed.

Here we will explore how CallTower can aid MSPs by exploring how our solutions and services helped an insurance company streamline their communication.

Recently, a US based insurance company with around 1,200 employees was exploring various solutions that integrated with their contact center and operated within the [Microsoft Teams](#) environment. CallTower was among the service providers they were looking at, and we successfully won the deal by providing the company with Teams [Operator Connect](#), which allowed them to operate within Microsoft Teams, as well as leveraging their existing TalkDesk platform to efficiently manage voice traffic for contact center agents.

In the end, the insurance company gained several benefits from CallTower's solutions and collaborations. **CallTower helped the company save money by implementing the Operator Connect concurrent call path method alongside their existing current call paths from TalkDesk.**

The integration was successful enough that the company are looking to go with CallTower for their future [Office 365](#) license.



By seamlessly managing voice traffic and integrating with Teams, **we ensured a symbiotic relationship between the solutions that minimizes telephony issues.**

Benefits for MSPs and their Customers

For MSPs, this case study demonstrates the benefits your business and customers gain by selling CallTower's solutions through the MSP Program. As a trusted Microsoft Solutions Partner, CallTower was chosen as one of the first service providers to sell MS Team Operator connect, giving us years of technical expertise in implementing the solution which empowers MSPs to provide unmatched value to their customers.

MSPs who choose to offer CallTower's reliable and innovative telecom solutions see stronger customer loyalty and repeat business, thanks to the trust and dependability our solutions provide. Plus, CallTower simplifies your operations by managing taxes for all sales made through our MSP Program, allowing you to stay focused on implementing impactful solutions for your customers.

By selling CallTower solutions through the MSP Program, MSPs can:

Expand Their Portfolio
of Telecom Solutions
and Integrations

Utilize CallTower's
expertise and
unique offerings

Enhance Customer
Trust and Retention

Increase Their
Revenue Potential

Reach out to CallTower for a consultation
today to experience these benefits for
yourself and your customers!

Let's Connect