



CALLTOWER'S MSP PROGRAM:

Benefitting MSPs and Customers with Exceptional Telecom Solutions

In today's fast paced digital world, having the right communication tools and services is vital for operational success.

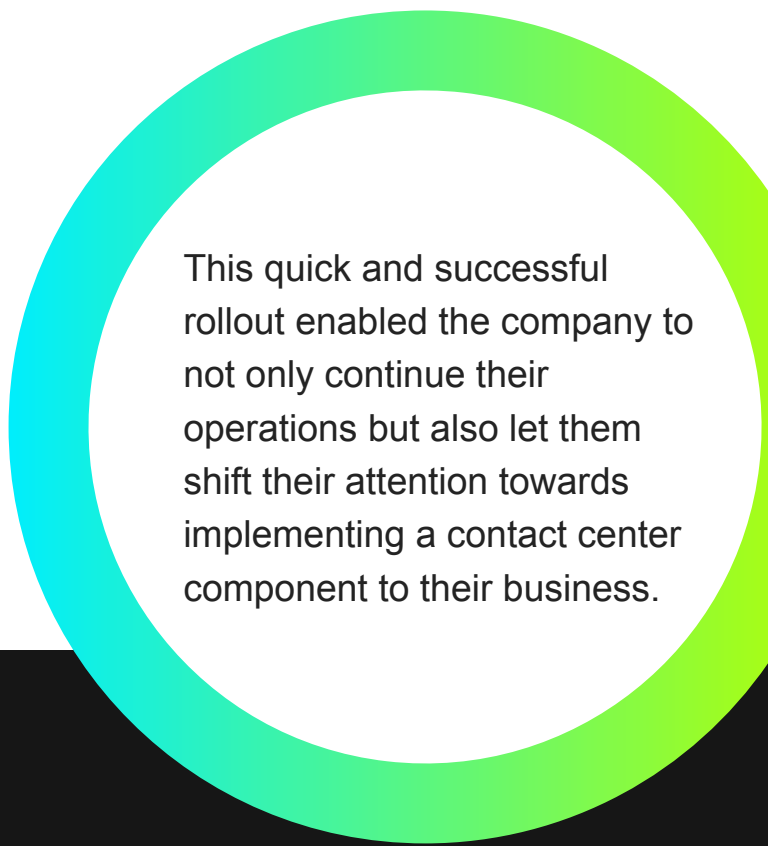
Managed service providers (MSPs) can provide organizations with the services needed for reliable communications, increased productivity, and higher revenues. However, MSPs may not have the solutions that their customers need and require the aid of other service providers. This is where CallTower, a leading communications solutions provider, comes in.

By partnering with CallTower through our [MSP Program](#), MSPs like you can gain access to our numerous UCaaS and CCaaS solutions to increase your solutions portfolio and enhance your customer's communications.

Here we will delve into how CallTower can benefit MSPs by exploring how we helped a retail company get the solutions they needed to improve their business.

In 2024, a US based retail organization with roughly 200 employees reached out to CallTower's partners looking for a contact center solution for their international offices. During the initial call with our sales representative, it was discovered that their current UCaaS solution was not adequate for their current needs, and so it was decided that they should stabilize their UCaaS solution locally before implementing a contact center. Because the customer was an established Microsoft Salesforce user who preferred working with Microsoft, and due to our reputation as a Microsoft-centric organization, it was decided that [Microsoft Teams](#) would be the ideal UCaaS Solution.

The benefits this retail organization had working with CallTower came quickly. The implementation of Microsoft Teams was completed in 40 days, including the migration to Microsoft Teams voice. By selecting CallTower for their ability to support Microsoft licensing and VOIP contracts, the business also had access to our portfolio of CCaaS Solutions for their contact center implementation.



This quick and successful rollout enabled the company to not only continue their operations but also let them shift their attention towards implementing a contact center component to their business.

Benefits for MSPs and their Customers

This case study exemplifies the benefits that your business and customers can gain from selling CallTower's solutions through the MSP Program. As a certified Microsoft Solutions Partner, CallTower empowers MSPs to deliver exceptional Microsoft solutions to their customers, ensuring that organizations have seamless communication. Our portfolio of UCaaS and CCaaS solutions, as well as additional [key integrations](#), also gives you the ability to enhance your customer's communication network. On top of that, CallTower handles the taxes for on sales made through the MSP Program, allowing you to focus on implementing solutions for your customers.

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

Expand Their Portfolio
of Telecom Solutions
and Integrations

Provide Numerous
Benefits to Their
Customer's
Communications

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