



# MS Teams Mobile

## Empowering Business Mobility

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In a rapidly growing company with employees spread across multiple locations, the shift towards increased mobility has become evident. With more staff working remotely or away from their traditional desks, including deskless workers in operations and logistics, the need for seamless mobile communication has become paramount.

Recognizing the importance of enhancing reachability, responsiveness, and overall communication efficiency, the company embarked on a "Mobile First" approach, prioritizing mobile phones as the primary communication tool. This transition aimed to not only include deskless employees in the corporate communication loop but also improve overall communications effectiveness.

However, as the company moved towards mobile-centric communication, challenges arose. Providing mobile phones to employees or allowing them to use personal devices led to inconsistencies in numbers, identities, and calling plans, impacting communication quality. Additionally, the cost implications of premium devices, service plans, and roaming charges posed financial challenges.

To address these issues without compromising on communication quality or security, the IT team sought a solution that could streamline mobile communications effectively.



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## Making Mobile Count: **A Strategy**

With the rise of deskless and remote work scenarios, this mobile strategy emerged as a compelling solution for modern workplaces. By making mobile phones the primary business communication tool, companies could adapt to changing work environments and ensure seamless connectivity.

In this context, embracing a Mobile First approach with CallTower's Teams Mobile offered a promising solution. By leveraging native mobile communications, the company could eliminate redundant landline costs and provide employees with a robust mobile extension of their desk phones.

Through CallTower's Teams Mobile the IT team gained granular control over mobile communications, enabling them to enforce policies, manage call routing efficiently, and monitor roaming expenses effectively.

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## Mobile Unified Communications: **A New Employee Tool**

The deployment of a mobile service powered by CallTower's Teams Mobile revolutionized the company's communication landscape. By integrating mobile phones into a cloud-based platform, the company achieved true Mobile Unified Communications, transforming employee mobile devices into full-fledged extensions of the communication system.

Distinct from conventional mobile services, CallTower's Teams Mobile placed communication control squarely in the hands of the IT team, ensuring a cohesive and secure mobile communication environment for all employees.



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## The immediate impact of the service includes:

**Extending mobile communications to a wider employee base**, encompassing deskless workers previously excluded from the corporate communications system.

Empowering employees to access **business calling features through their phones' native interfaces**, such as conferencing, forwarding, and hold functions.

Ensuring that **calls made on mobile devices display the company name**, mirroring traditional landline extensions.

Transitioning from costly premium phones to **more affordable smartphones without compromising communication quality or features**.

**Facilitating seamless roaming for employees during travel**, minimizing mobile communication roaming charges.

**Integrating Office 365 communications seamlessly** into the native mobile calling experience.

**Implementing fine-grained policy and security controls** to enforce device usage policies and safeguard communication integrity.

**Leveraging call routing capabilities to manage long-distance charges effectively**.

**Routing calls and texts to a recording platform as needed** for customer service quality assurance.

Achieving significant **first-year cost savings of nearly \$400k and annual recurring savings of \$220k** by eliminating landlines and reducing expenses related to premium mobile devices and plans. These savings, coupled with the low total cost of ownership of the new mobile solution, easily justified the transition.

In conclusion, the food manufacturer discovered that adopting a Mobile First strategy using CallTower's Teams Mobile unlocked significant benefits that revolutionized its operations. This strategy enhanced employee reachability and responsiveness, leading to notable improvements in operational efficiency and productivity, while empowering the IT team to maintain cost-effective communication solutions.

**Let's Connect**