

Tourneau celebrates 115 years of expertise as the preeminent purveyor of fine timepieces, striving to deliver a first-class customer experience. As the largest authorized watch retailer in the United States, Tourneau has a retail presence of over 30 stores nationwide and welcomes 4 million plus visitors annually. Its unmatched selection of over 8,000 styles from nearly 100 brands, offering of the largest certified pre-owned watch collection, and expert service & repairs have earned its reputation as the Watch Authority.

EXECUTIVE SUMMARY



Tourneau relies on quality communications for users at over 30 locations across the United States. Tourneau drives business communication technology with CallTower Cisco CallManager, auto attendants, hunt groups, and Cisco conference rooms and hardware. All managed through the CallTower Connect Portal.

THE CHALLENGE



In 2014, Tourneau Senior Director of Technology, Anthony Lopez, was struggling with an outdated on-premise Cisco PBX solution that required a large capital investment to upgrade. With 30 locations throughout the United States, quality and secure business communications, including voice, voice mail and caller ID were indispensable. Tourneau also had specific features requirements with respect to auto attendant and hunt groups. The excessive cost to roll out a premise-based Cisco Unified Communications CallManager (CUCM) solution, plus requiring fully redundancy at the data center level, would prove to be too high and exceed Tourneau's budget.

THE SOLUTION



Simple Implementation



Responsive Support



Workforce Training

As a Cisco shop, Tourneau had a significant investment in Cisco hardware. Lopez wanted a simple implementation with responsive support and workforce training. Tourneau investigated many options, from upgrades to the existing on-premise solution to hosted offerings from CLEC's and large carriers including Windstream and Century Link.



To replace our current system would have been \$300,000 CapEx plus we were spending \$25,000 monthly on calling plans. With CallTower, we invest \$15,000 on our monthly recurring license model.” – Anthony Lopez, Tourneau Senior Director of Technology

THE CHOICE



The choice was CallTower. According to Lopez, “CallTower was very responsive, honest, had great pricing. The first implementation was spot on.”

Tourneau utilizes CallTower’s Cisco CallManager solution, which ensures businesses reach their full communication potential and stay competitive, with the most advanced capabilities in today’s changing market climate.



“For Tourneau, CallTower had the ability to deliver a best in breed Cisco CallManager solution in a private cloud environment,” says CallTower’s Chief Product Officer, William Rubio. *“This solution enables Tourneau to have the best of both worlds. A premier PBX solution in the cloud with 24/7 US based Support.”*



THE RESULTS



Since implementing CallTower Cisco CallManager in 2015, Tourneau has implemented the solution throughout multiple locations. Tourneau also utilizes CallTower supported Cisco devices and conference room systems throughout their locations.



Lopez says, “The implementation team has been excellent in every aspect from difficult situations to ease of communication. When we have questions, or require training, the knowledge transfer has been great!”

Tourneau communication technology challenges were seamlessly managed with the adoption of CallTower’s CallManager in several locations. Cost savings, ease of implementation and the long-term relationship between Tourneau and CallTower have streamlined communications with a high-quality, secure communication solution in the cloud.



The implementation team has been excellent in every aspect from difficult situations to ease of communication. When we have questions, or require training, the knowledge transfer has been great!” – Anthony Lopez, Tourneau Senior Director of Technology

ABOUT CALLTOWER



Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions for growing organizations worldwide. CallTower provides, integrates and supports industry-leading, cloud-based, UCaaS and CCaaS solutions, including Cisco® HCS, Cisco® Webex, Native Microsoft® Teams Direct Routing, Microsoft® Office 365, Enterprise Hosted Skype for Business, CT Cloud Voice, CT Cloud Boost, CT Cloud Meeting powered by Zoom and Cloud Contact Center for business customers.

CallTower enhances our clients’ strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.