

CASE STUDY



Transitioning Healthcare Company to **CallTower's Calling Plans**

Cost-Efficient Microsoft Teams Calling with CallTower



Automation



Partnership



Efficiency

Healthcare company faced a major challenge when Microsoft increased its direct Calling Plan prices from \$12 to \$15 per user. This cost increase strained their budget and limited the scalability of their solution.

Additionally, Microsoft's Calling Plans offered no commission to Insight sales reps, weakening incentives and creating a gap in motivation. The company also lacked customization options and robust reporting tools, prompting them to seek a flexible and affordable alternative

THE HIGHLIGHTS

Challenge

- Microsoft raised Calling Plan costs from \$12 to \$15/user
- No commission structure for Insight sales reps
- Limited customization and analytics

Solution

- Switched to CallTower and saved 45%
- Seamless migration using existing Teams setup
- Added premium Teams analytics for deeper insights

Outcome

- 45% cost savings on calling plans
- Fast, disruption-free deployment
- New commission and revenue streams for reps

CLIENT PROFILE

Healthcare Company

Size: 1,000+ employees

Industry: Healthcare Services

The Challenge

Healthcare company faced a significant issue when Microsoft increased the cost of their direct Calling Plans from \$12 to \$15 per user. With the rising costs becoming unsustainable, Healthcare Company began looking 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 organization needed a cost-effective solution that was easy to implement and offered additional value through analytics and customization.

The Solution

Healthcare company partnered with Insight, which leveraged its collaboration with CallTower to provide a compelling alternative. CallTower offered Calling Plans, 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's 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 Healthcare Company's reporting capabilities across all users, giving the organization improved visibility into their system's performance.

The Results

By switching to CallTower's Calling Plans, Healthcare company achieved the following outcomes:



Substantial Cost Savings

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.



Enhanced Features

Upgraded to a comprehensive Teams analytics package that delivered deeper reporting insights.

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.

With CallTower, Insight AE's can earn both one-time referral incentives and monthly-recurring referral fees in the form of GP on a deal. This is a clear advantage over Microsoft's Calling Plans, which do not compensate reps on direct sales.

Benefits for Sales Representatives

This use case offers a unique opportunity for sales reps, which can significantly enhance 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 on direct sales.



High Customer Appeal

The near 50% cost savings is a strong selling point, especially for businesses already using Teams and looking to reduce expenses.



Ease of Selling

Because CallTower eliminates the need for professional services in transitions and adds value through analytics packages, it simplifies the selling process. Deals are easier to close, leading to faster sales cycles and more satisfied customers.



Upsell Opportunities

The custom Teams analytics package and additional services from CallTower provide excellent opportunities for reps to upsell to clients, offering more comprehensive solutions tailored to their needs.

Summary

The partnership between Healthcare Company 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 adopting 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

