CASE STUDY

How a Logistics Management Company Modernized Customer Engagement with CallTower, Five9, and Microsoft Teams

CLIENT PROFILE

A Leading UK Fleet Management Provider

Industry: Fleet Management
Headquarters: United Kingdom
Company Size: Approximately 200 users
Solution: Five9 Contact Center, Microsoft Teams, CallTower Professional Services
Business Outcome: Modernized customer engagement platform with improved visibility, simplified operations, and a foundation for AI-powered customer experience.

Based in the UK, this fleet management provider runs a complex customer engagement environment that supports both inbound customer interactions and outbound sales activities. As legacy systems became increasingly difficult to manage, the company looked for a modern cloud-based solution that would improve efficiency and provide a scalable platform for future growth.

The Challenge

The company's existing contact center environment had become increasingly difficult to manage.

They were experiencing:

- A complex on-premises contact center infrastructure
- Limited visibility into customer interactions and agent performance
- Manual quality assurance processes that reviewed only a small share of customer conversations
- Multiple disconnected systems supporting outbound campaigns, CRM workflows, and reporting
- Difficulty scaling operations and introducing new technologies

The organization wanted to:

- Modernize the contact center without disrupting critical business processes
- Improve visibility into customer interactions and quality management
- Simplify communications and contact center management through a single provider
- Build a foundation for future AI-powered capabilities

The goal was to reduce complexity while creating a more scalable environment for customer experience and workforce optimization.

Why CallTower and Five9

Why CallTower

A trusted technology advisor introduced the company to CallTower. Other contact center platforms were also evaluated, but CallTower stood out through:

- Five9 Certified Implementation expertise
- The ability to deliver both UCaaS and CCaaS through a single provider
- Professional Services experience supporting complex migrations
- Simplified vendor management through a single invoice and support relationship
- A strategic roadmap that supports future innovation and platform expansion

By bringing communications, contact center, and professional services together, CallTower became the one trusted partner for the company's current and future initiatives.

Why Five9 and Microsoft Teams

Five9's capabilities closely matched the company's operational requirements, and Microsoft Teams gave both contact center and back-office users a familiar collaboration platform.

The combined solution provided:

- Advanced outbound campaign management capabilities
- Native CRM integration
- Intelligent routing and dialing functionality
- Enhanced reporting and operational visibility
- Microsoft Teams integration for back-office and contact center collaboration
- Shared presence between contact center agents and business users
- A platform capable of supporting future AI-enabled quality management and workforce optimization

Together, Five9 and Microsoft Teams delivered the flexibility needed to support sophisticated customer engagement workflows while simplifying administration and future growth.

Solution Overview

CallTower designed and implemented a unified communications and contact center solution built around Five9 and Microsoft Teams.

The solution included:

- Five9 Contact Center for inbound and outbound customer engagement
- Microsoft Teams integration for back-office collaboration and communications
- CRM integration to streamline agent workflows
- Professional Services to support migration from the legacy environment
- A scalable framework for future AI and automation initiatives

The new platform was designed to preserve critical business processes while providing greater visibility, operational efficiency, and long-term flexibility.

The Outcome

The company now has a modern foundation for customer engagement and future innovation.

- **Improved Visibility**
  - Better insight into customer interactions across the organization
  - Enhanced reporting and quality management capabilities
  - The ability to expand quality monitoring beyond traditional call sampling
- **Simplified Operations**
  - Communications and contact center services consolidated under one provider
  - Less complexity across technology vendors and support channels
  - Streamlined administration through integrated platforms
- **Enhanced Customer Engagement**
  - Improved outbound campaign management capabilities
  - More efficient CRM-connected workflows
  - Better routing and interaction management
- **Positioned for Future Growth**
  - A clear path toward AI-powered quality management
  - The opportunity to introduce capabilities such as Agent Assist
  - A platform ready to support speech analytics, sentiment analysis, and advanced workforce optimization
  - The ability to expand services through the existing CallTower relationship

About CallTower

Since 2002, CallTower has been at the forefront of transforming global communication, emerging as a leader in enterprise-class cloud communication, collaboration, and CX solutions. We empower businesses with cutting-edge technologies like Microsoft Teams Operator Connect, Webex by Cisco, Zoom Phone, and AI-driven contact center solutions, including Five9 and Genesys.

Our expertise in contact center solutions enhances CCaaS and CX capabilities, delivering personalized optimization, conversational AI, and advanced analytics to elevate customer experiences and accelerate digital transformation.

Driven by innovation and a commitment to excellence, CallTower continues to redefine how businesses connect, collaborate, and thrive on a global scale.

Let's Connect

