

CASE STUDY

How Hiebing Enabled Microsoft Copilot and Teams Phone with CallTower



About the Company

Hiebing operates in a highly collaborative, fast-paced agency environment, with teams working across both in-office and hybrid models.


As work patterns evolved, they needed a more modern approach to communication and a practical way to explore AI without adding complexity.

Partnering with CallTower, Hiebing unified voice, collaboration, and AI within Microsoft, creating a simpler, more scalable environment built for both productivity and future AI adoption.

Industry
Marketing & Communications

Company size
50–200 employees

Solution



- Microsoft Teams Phone
 - Microsoft Copilot
 - Copilot Studio
 - Microsoft 365
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The Challenge

Hiebing's communications environment no longer matched how teams were working.

They were experiencing:

- Declining use of desk phones and legacy VoIP systems
- Frustration with outdated softphone applications
- Heavy reliance on Microsoft Teams without integrated calling
- Growing interest in AI, but no clear path to adopt it without adding risk or complexity

Leadership needed to:

- Eliminate desk phones while maintaining reliable business calling
- Consolidate vendors and Microsoft 365 licensing
- Enable AI in a controlled, scalable way

The goal was to modernize communications while building a clean foundation for AI.

Why CallTower and Microsoft Copilot

As a Microsoft Solutions Partner, CallTower supported the agency's adoption of Microsoft Teams Phone and Microsoft Copilot within a unified Microsoft environment.



The agency selected CallTower based on:

- Native Microsoft integration across Teams Phone, Copilot, and Microsoft 365
- Simplified licensing consolidation under a single provider
- Enterprise grade reliability paired with white glove implementation and support
- Flexibility to support both traditional communication needs and modern workflows

CallTower acted as both a technology partner and trusted advisor, ensuring the solution addressed immediate requirements while remaining adaptable for future growth.

Why Microsoft Copilot

Microsoft Copilot gave Hiebing a way to introduce AI without introducing new platforms. It provided:

- Seamless integration with Microsoft tools already used daily
- Cost structure aligned with mid market adoption
- Scalability to support future AI initiatives
- Ability to enable both individual productivity and custom agent development through Copilot Studio

This allowed Hiebing to explore AI confidently, without increasing operational complexity.

Solution Overview

CallTower delivered a unified Microsoft-based solution:

- Microsoft Teams Phone to replace desk phones and legacy VoIP systems
- Microsoft Copilot licenses to support AI assisted productivity
- Copilot Studio to experiment with AI agents for internal workflows
- Centralized Microsoft 365 licensing to reduce vendor fragmentation

CallTower managed the end to end deployment process, ensuring minimal disruption and long term scalability. The solution was designed to deliver immediate value while supporting future expansion of AI capabilities.

The Outcome

Hiebing is already seeing strong operational and productivity improvements.

Productivity and Adoption

- ✓ Improved user satisfaction after removing outdated communication tools
- ✓ Faster workflows using Copilot for content creation, summaries, and task support
- ✓ Early success building internal AI agents with Copilot Studio

Operational Efficiency

- ✓ Reduced administrative overhead through vendor consolidation
- ✓ Simplified IT management with Teams-native calling
- ✓ Lower friction introducing AI into existing workflows

Strategic Readiness

- ✓ Internal AI initiative established
- ✓ Secure framework for AI experimentation without shadow IT
- ✓ Clear path to scale Microsoft Copilot adoption



“Teams Phone and Copilot made an immediate impact. Our teams are working more efficiently, and we now have a clear path to scale AI across the business.”

Nate Berglin, Associate Network and System Administrator, Hiebing

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 Webex Contact Center, 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

