

CASE STUDY

CallTower's Bill on Behalf Partner Program: Benefitting Partners and Customers with Exceptional Telecom Solutions

In today's fast paced digital world, having the right communication tools and services is vital for their operational success. Partners can provide organizations with the services needed for reliable communications, increased productivity, and higher revenues. However, Partners may not have the solutions that their customers need and require the aid of other service providers. This is where [CallTower](#), a leading communications solutions provider, comes in.

The CallTower Advantage

By partnering with CallTower through our [Bill on Behalf Partner Program](#), Partners like you can gain access to our numerous UCaaS and CCaaS solutions to increase your solutions portfolio and enhance your customer's communications.

Here we will delve into how CallTower can benefit Partners by exploring how we helped a retail company get the solutions they needed to improve their business.

Challenge



In 2024, a US based retail organization with roughly 200 employees reached out to CallTower's partners looking for a contact center solution for their international offices.

During the initial call with our sales representative, it was discovered that their current UCaaS solution was not adequate for their current needs, and so it was decided that they should stabilize their UCaaS solution locally before implementing a contact center. Because the customer was an established Salesforce user who preferred working with Microsoft, and due to our reputation as a Microsoft-centric organization, it was decided that [Microsoft Teams](#) would be the ideal UCaaS Solution.

The Solution



The benefits this retail organization had working with CallTower came quickly. The implementation of Microsoft Teams was completed in 40 days, including the migration to Microsoft Teams Voice. By selecting CallTower for their ability to support Microsoft licensing and VoIP contracts, the business also had access to our portfolio of CCaaS solutions for their contact center implementation.

This quick and successful rollout enabled the company to not only continue their operations but also let them shift their attention towards implementing a contact center component to their business.

Benefits for Partners and their Customers



This case study exemplifies the benefits that your business and customers can gain from selling CallTower's solutions through the Bill on Behalf Partner Program. As a certified Microsoft Solutions Partner, CallTower empowers Partners to deliver exceptional Microsoft solutions to their customers, ensuring that organizations have seamless communication.

Our portfolio of UCaaS and CCaaS solutions, as well as additional [key integrations](#), also gives you the ability to enhance your customer's communication network. On top of that, CallTower handles the taxes for on sales made through the Bill on Behalf Partner Program, allowing you to focus on implementing solutions for your customers.

By selling CallTower solutions through the Bill on Behalf Partner Program, Partners can:

- **Expand Their Portfolio of Telecom Solutions and Integrations**
- **Provide Numerous Benefits to Their Customer's Communications**
- **Enhance Customer Trust and Retention**
- **Increase Their Revenue Potential**

Reach out to CallTower for a consultation today to experience these benefits for yourself and your customers!

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.

A photograph of a modern, multi-story office building with large glass windows. The building is light-colored with a grey facade. The CallTower logo, which consists of a green icon followed by the word "calltower" in lowercase, is mounted on the building's facade. The windows reflect the sky and clouds. A blue button with the text "Let's Connect" is overlaid on the left side of the image.

Let's Connect