

CASE STUDY

CallTower's Bill on Behalf Partner Program: How Partners Can Utilize CallTower's CT Solutions to Integrate and Enhance Communication

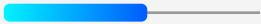
Reliable, cutting-edge communication tools and services are essential for businesses aiming to outpace the competition. Partners play a key role in delivering these solutions to organizations seeking dependable communication. However, gaps in their offerings can impact their ability to boost productivity and revenues for their customers. That's where [CallTower](#) makes a difference.

The CallTower Advantage

By joining our [Bill on Behalf Partner Program](#), Partners like you unlock access to a comprehensive portfolio of top-tier UCaaS and CCaaS solutions, engineered to elevate how your customers connect, collaborate, and achieve success.

Here, we'll explore how CallTower empowers Partners, highlighting how our solutions and services streamlined communication for an energy company.

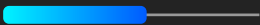
Challenge



Recently, an energy and utility company headquartered in the US with over 1,000 employees desired to switch from [Cisco](#) to [Microsoft Teams](#), and were seeking a provider who could accommodate the completion of their [Genesys](#) contract and integrate with multiple systems.

They were referred to CallTower and sought our assistance in leveraging their solutions and integrating them effectively. CallTower addressed the company's needs by offering [CT SIP](#), which enabled them to continue using Genesys while seamlessly integrating with Microsoft Teams, and provided them with other features, like [CT Fax](#), to further enhance their communication capabilities.

The Solution



This transition and integration of Microsoft Teams and CallTower's CT Solutions gave the energy company a reliable UCaaS and CCaaS solution perfectly fit for their business needs. The company was overall thrilled with our capabilities, project management team, and attention to detail and organization. Furthermore, once their initial Genesys contracts expire, CallTower's suite of contact center solutions, including [Five9](#), [CT Cloud Contact Center](#), and Genesys, gives the company options on whether to renew their Genesys contract or begin working with a new contact center solution.

The collaboration of Genesys and Microsoft Teams through CT SIP, as well as additional CT Solutions, has optimized and enhanced the company's communications, both inside and outside the organization.

Benefits for Partners and their Customers



For Partners, this case study shows the benefits of selling CallTower's solutions through the Bill on Behalf Partner Program that your business and customers can gain. Our integration solutions ensure that your customers' communications systems work smoothly together, ensuring optimized communications and increased productivity.

Our portfolio of CT Solutions also allows you to further enhance your customers' communication capabilities, giving both you and your customers a competitive advantage. Furthermore, our suite of contact center solutions give you and your customers more options to use the solution that works best for them and their communication needs.

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, consisting of a green icon and the word "calltower" in lowercase, is mounted on the building's facade. The sky is blue with some white clouds, and some green foliage is visible on the right side.

Let's Connect