

## EXPLORATORY QUESTIONS

# 4 Core Value Propositions

## 1

### Cost Savings & Expense Reduction

#### Discovery

- How many desk phones are deployed across your organisation today?
- How often are desk phones used compared to mobile phones or softphones?
- Are mobile employees carrying multiple mobile phones — both personal and company-issued?
- Do you know what your average cost is per user for voice communications?

#### Qualification

- If most desk phones are underused, what are you spending on maintaining and IT support for them?
- How much could be saved if every employee used their own mobile for work, securely?
- Are there overlapping contracts, call plans, or licenses you could consolidate?
- Would a single, mobile-first communications platform simplify budgeting, contracting, and billing?

#### Consequence

- What is the annual cost of supporting redundant hardware including IT PoE and LAN service?
- How much budget could be reallocated to other priorities with a leaner setup?
- Could delaying this change result in the continued overspending on legacy tools?
- What's the long-term cost of running dual systems when one universal endpoint could replace both?

# 2

## Control and Compliance

### Discovery

- Are your employees currently using personal mobiles for business communication?
- Can you track, report, record, or control those calls or messages when they happen?
- Is mobile usage part of your official communications and compliance policy?
- Are your current tools capturing all customer interactions across all devices and platform

### Qualification

- If you can't see what's happening on personal mobiles, how do you ensure policy enforcement?
- What would happen if a critical business call wasn't recorded or appropriately logged?
- Are there risks tied to inconsistent use of business numbers or caller IDs?
- Do you currently pass internal audits or regulatory checks for mobile communication?

### Consequence

- Could you face fines, disputes, or legal issues due to gaps in call logging or security?
- What would the impact be if a customer complaint couldn't be traced to a mobile interaction?
- Could a security incident involving unmanaged mobile communications damage your company's trust and reputation?
- How much safer and simpler would it be to route all business communications through one secure, trackable DID number for all voice and text, while leveraging your unified communications platform?



## Engagement and Experience

### Discovery

- How do Workers on The Move (WoTM) currently connect with customers and colleagues?
- Are they able to respond promptly, professionally, and consistently from their mobile?
- Do customers ever report missed calls, confusion, or inconsistent service experiences?
- Do all employees share a unified communication identity, regardless of the device they use?

### Qualification

- Would using a native dialer with a business number improve how staff respond and interact?
- Could tracking and managing mobile interactions help improve training or performance?
- Are customer experiences currently impacted by voicemail loops, delays, or dropped calls?
- Would consistent caller identity help build trust, familiarity, stronger customer relationships, and better branding?

### Consequence

- What's the cost of customer churn caused by missed calls or inconsistent contact?
- Could improved responsiveness and mobile engagement shorten your sales or service cycle?
- Are staff becoming disengaged due to poor or unreliable communication tools?
- How much business is lost when mobile staff can't deliver the same experience as those in the office?



## Stay Connected

### Discovery

- *Are your staff regularly working remotely, in the field, or across multiple sites?*
- *Do they often miss calls or messages when out of the office or in transit?*
- *How do you manage communication during outages or unplanned downtime?*
- *Are international roaming users covered under your UC and mobility policies?*

### Qualification

- Could staff be more effective if they were reachable on a single number, regardless of their location?
- Would a mobile-native UC experience improve performance during peak periods or emergencies?
- Are there challenges in reaching key staff during cross-site collaboration or service calls?
- Do communication gaps ever delay decisions, reduce service levels, or impact delivery?

### Consequence

- What's the cost of missed opportunities or delays when staff are unreachable?
- Could better business continuity, DR, and resilience prevent customer frustration or escalation?
- How much value could you unlock by enabling every role to stay connected — globally and instantly?
- Would eliminating dead spots and delays directly improve CX, EX, and overall efficiency?

Choosing a solution partner like CallTower for eSIM solutions, like Teams Mobile or Webex Go, ensures access to a proven track record of reliable service, seamless deployment, and expert support tailored to your customers business needs. With CallTower, you gain a trusted partner that simplifies the complexity of eSIM integration while delivering enterprise-grade features and exceptional customer care.

**Let's Connect**

[www.calltower.com](http://www.calltower.com)

[sales@calltower.com](mailto:sales@calltower.com)

(800) 347-5444