




CALLTOWER'S MSP PROGRAM:

# How MSPs Can Utilize CallTower's Solutions and Strategic Partnerships

**Efficient communication tools are essential for driving success in today's business environment.**

Managed service providers (MSPs) play a critical role in delivering these solutions to organizations, enabling better connectivity, increased productivity, and stronger revenue growth. But what happens when a MSP's existing offerings can't fully meet their customers' needs? That's where [CallTower](#) steps in.

A decorative graphic on the left side of the dark grey section, consisting of three concentric circles in shades of blue, green, and yellow.


As a trusted leader in communication solutions, **we empower MSPs through our [Partner Program](#), granting access to our extensive portfolio of [UCaaS](#) and [CCaaS](#) services.** This partnership equips you to expand your offerings, elevate customer communication, and drive business outcomes.

To highlight these benefits, we'll explore how CallTower helped a banking company overcome communication challenges and achieve new levels of success.

Recently, a mid-sized banking company needed help switching from an on-premises communication system to a cloud-based system and was introduced to CallTower by a partner to help with the transition. Specifically, the company wished to transition to [Microsoft Teams](#) and implement a closely integrated contact center solution. To ensure seamless communication using a single number for calls, chats, and video conferences, and with the strategic partnership we have with [Five9](#), the company chose to use Five9 contact center and CallTower's MS Teams [Operator Connect](#).

This transition and integration to cloud-based systems gave the banking company a reliable UCaaS and CCaaS solution to fit their business needs.

CallTower's services and solutions accomplished everything the company needed communication wise, to the point that they began referring us to other banks to help with their communication needs.



The collaboration of **Five9 contact center and MS Teams Operator Connect** has **optimized the company's communications**, both inside and outside of the organization, and enhanced their customer engagement.

## Benefits for MSPs and their Customers

This case study demonstrates the benefits of selling CallTower's solutions through the MSP Program that your business and customers can acquire. As one of Microsoft's trusted solutions partners, CallTower was chosen as **one of the first service providers to sell MS Team Operator connect**, giving us years of technical expertise in implementing the solution for businesses that MSPs can utilize for their customers. Our **strategic partnership with Five9** allows us to provide solutions that enhance communication and customer service across the board. Additionally, CallTower stands out for its flexibility and customer-centric approach with the **private connection to save customers on PSTN charges with best-in-class single support for both UCaaS and CCaaS**.

## By selling CallTower solutions through the MSP Program, MSPs 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!

**Let's Connect**