callcorp

COMMUNICATIONS SERVICE PROVIDER

Transitioning from legacy reseller to branded cloud services offering

At a glance

How a strategic partnership with CallCorp expanded market access, accelerated customer adoption, increased revenues and retention, and breathed new life into the application solutions portfolio of a communications service provider.

Cloud-native

A powerful, dynamic cloud solution that drives digital transformation for its customers.

Branded offering

An offering under their own brand, giving stronger direct relationships with their customers and increasing retention.

Revenue share model

Set their own price point, gaining competitive edge with better margins.

Easy of use

Simplified setup, allowing for reduced resources to implement new customers.

CHALLENGES ⌄

A traditional communications service provider (CSP) was feeling the squeeze of heavy competition, eroding margins, and a commoditization of their core network and data services. They were losing revenue sources to third party products and over-the-top solutions who were siphoning users away. To protect their core services product line, the CSP decided to expand their offerings and add applications like advanced communications software. They launched a new application by reselling a leading call center solution. Initial customer uptake and conversion were compelling, but slowly the reality of the relationship became less promising and more burdensome.

SOLUTIONS ⌄

CallCorp emerged as a compelling alternative to their current offering and was able to address each of their concerns.

Since CallCorp is based off of predefined templates and modules, the CSP was able to reduce the onboarding team size and deploy them to more high-value service opportunities. Utilizing CallCorp's revenue share model, the CSP set a price point that optimized their margin structure and became uniquely competitive in the market with their own custom packages specifically designed for smaller enterprises in the financial services vertical.

By applying their own branding, licenses stay under their own terms and conditions and they are able to maintain the direct relationship with their customers. With CallCorp interwoven into the core network and data services layers of the CSP, their customers remain loyal, increase their usage of those core services, and churn has decreased dramatically.