



## Case Study

### Telepath Communications

# Telepath Communications Expands Business Opportunities With SkySwitch

## Challenge

Telepath Communications began as an IT services company focused on small and mid-sized businesses. Guy Fawkes, the company's founder and president, realized that unified communications offered a logical way to grow his business with the residual income that ongoing services deliver. But after signing with another VoIP provider, he found himself stuck in a bad relationship with a supplier with low reliability, poor service, and an archaic architecture.

"It's the worst feeling in the world to be in the middle between your supplier and your customer," he said. "I realized that if I were to be very successful in selling this system, it would be a service nightmare."

Deciding it was time for a change, Fawkes and several of his reseller colleagues put together a group bid and started looking for a new VoIP provider.

## Solution

"We met with SkySwitch and within two weeks we all signed," said Fawkes. "We evaluated several wholesale VoIP providers from around the country, and easily settled on SkySwitch."

"In picking a new vendor, we looked at how that company solves problems. We wanted a supplier that made reliability a top priority, so we were shopping on geo-redundancy," Fawkes explained. Redundancy is only half of the reliability equation. The other half is a resilient architecture. "SkySwitch's underlying architecture is cloud-native, not a premises-based architecture that's been 'cloudified.'"

Telepath got on board with SkySwitch in 2016 and hasn't looked back since. In one year alone the company added more than 900 seats. Fawkes also reported that his margins are better with SkySwitch.

## Benefits

Moving customers was so easy with SkySwitch that Fawkes was able to maintain regular business and switch customers over after hours. "If they noticed that something changed, we just said we upgraded their system," said Fawkes. "I was able to log in, reset the phone, and verify changes. Everything just worked." Service problems are also a thing of the past for Telepath. "When you call SkySwitch, they treat your problem

### Challenge:

VoIP vendor with low reliability, poor service, and an archaic infrastructure was creating a poor customer experience

### Key SkySwitch features leveraged:

- Geo-redundant service
- Easy migration
- ReachUC mobile app
- API
- SkySwitch support team

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– Guy Fawkes

CEO of Telepath Communications



and always follow up,” Fawkes said. “They’re always open and transparent about network problems. Working with SkySwitch is a genuine relationship.”

According to Fawkes, “A good working phone is invisible.” And that’s what he wants to do for his VoIP clients—make their phones so reliable and simple to use that they never have to think about them. “That’s what I get with SkySwitch,” Fawkes said. Customers appreciate the reliability and flexibility that Telepath delivers. “People buy on sizzle—features—but what gets them through the day is the steak,” said Fawkes. “The phone is a utility. It has to work reliably. If that’s not working, nothing else matters.” He added that the ReachUC mobile app takes that “meat and potatoes” to the mobile phone—something that has been very important to Telepath’s clients since the pandemic.

SkySwitch’s API has also been valuable for expanding Telepath’s business opportunities. “The API is one of the most important features for me,” said Fawkes. “It allowed me to keep a promise to a customer and add features that customers need.” For example, a prospect needed the ability to change outbound caller IDs at will. “Then I found out that feature didn’t exist in the way I sold it,” explained Fawkes. “But I had made a promise to the customer. SkySwitch showed me how to use the API to add the feature, and within a few hours a software engineer had a proof of concept working.”

Seeing the need for other functionality opened the opportunity for a new business—the Glance app, a system monitoring toolkit for other VoIP resellers. “A customer called me saying that one of their phones wasn’t ringing,” Fawkes recalled. “It turned out that the phone was on Do Not Disturb, but the client didn’t realize it. I needed a place where I could see things like this ‘at a glance.’” That was the genesis of Glance, and it goes beyond simply reporting the status of phones. It also monitors phone location using IP addresses. “It tells us that the phone isn’t where it should be and then we can check on it. With Glance, we can email clients lists of phones and locations for them to verify. Knowing where a telephone is located is critical in providing emergency services in the event of someone dialing 911.”

“We’re always looking at features that would help us resolve problems quickly,” he continued, “and we do our best to add them in.” The latest version of Glance even has a user interface for customers. “Giving customers this tool makes them more self-reliant and also makes our system stickier,” Fawkes said. Telepath is looking at new opportunities for using the SkySwitch API and adding new features to Glance. But no matter how much Telepath’s customer base grows, Fawkes has no doubt that that success will come without headaches.