



How a One-Man Small Business Voice Provider Won a New Fast-Food Chain Customer



The white-Label UCaaS partner

Our SkySwitch white-label partner is a one-man show specializing in the sales, service, and maintenance of business telephone systems throughout the U.S. He wanted to expand his revenue and took a strategic approach to prospecting. He had previously owned and operated a restaurant, and his current company has worked with fast food chains, so he understands the specific needs of this kind of business very well. He started with research to find the ideal prospect—a small franchise he can tap into and expand with. He identified an excellent candidate and got to work.



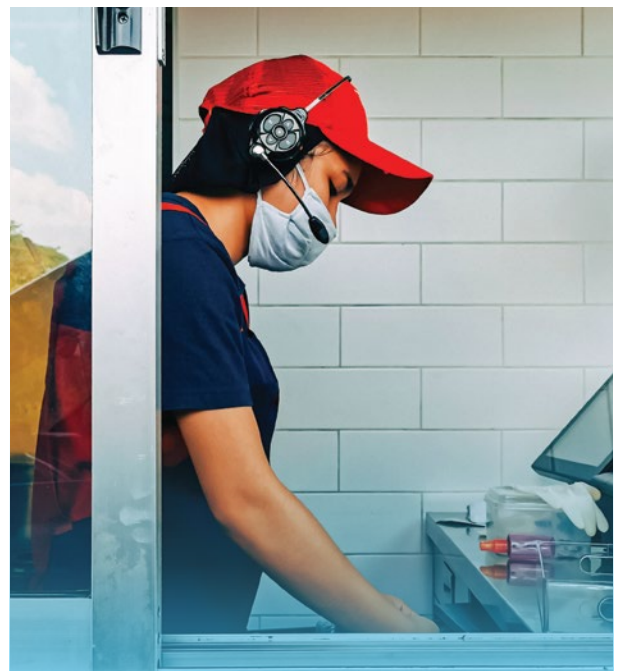
The customer and the solution

Our white-label UCaaS partner reached out to the owner and IT team at a fast-food chain's main office and was quickly able to uncover their pain points. They weren't getting the call reporting data and analytics they needed, nor did they have the call routing control they wanted. And support from their larger providers was less than stellar.

The SkySwitch partner flew out to the main office on his own dime and spent a week pitching the service and getting to know each other. He installed a demo with phones in their locations so they could test it out for themselves.

Overview

- **Partner:** One-man business voice provider
- **Client:** Small fast-food chain
- **Solution:**
 - ✓ Hosted phones
 - ✓ Contact Center seats
 - ✓ Business messaging
 - ✓ User-friendly portal



Over the course of the week, they worked through the requirements and features. For example, the company needed to tie their stores in with their call center such that if someone doesn't pick up at the location, the call gets forwarded to the main hub so they don't lose the order. And they needed reporting for various customer service stats including hold times, average handle time, who the call is sent to, etc. to find areas for improvement. The Call Center functionality the partner initially showed didn't provide exactly the right capabilities, so he called in his SkySwitch Partner Account Manager (PAM) to demo Contact Center and that was exactly what the customer needed. Our team is there for our partners to co-sell, when appropriate, acting as an extension to our partner's team, showcasing our UCaaS expertise.

Additionally, the customer was interested in the system's Business SMS capabilities to enhance order transactions and to drive more business, as well as the user-friendly portal that makes it easy to make updates, change call routing time frames, etc.

One issue the customer was worried about was porting costs. The partner reached out to his SkySwitch PAM to see if there was anything we could do to help him win the deal. Finding a solution, we were able to get him discounted porting rates, which put the customer at ease about the porting process and costs.

The initial contract includes the phone system to be installed in the main office and one retail location. Over time the goal is to expand to three or four more locations.

This white-label partner leveraged the resources at SkySwitch, coupled with his own business acumen, that positioned him as the best voice provider with the most reliable and modern voice solution.



✓ How the deal was won

This white-label partner leveraged the resources at SkySwitch, coupled with his own business acumen, that positioned him as the best voice provider with the most reliable and modern voice solution:

- **Engaged in smart prospecting**—Narrowing the list of potential new clients to focus on based on his unique expertise and experience with other customers within a particular space allowed him to differentiate himself from other providers.
- **Invested in the sales process**—Leaving the office to allow the prospect to spend time with him and with the system in their environment built a strong level of trust.
- **Worked with his SkySwitch PAM**—Bringing in SkySwitch to demo capabilities not only ensures the prospect gets an expert view of the system, it also shows that the partner is backed by a white-label provider, SkySwitch, that cares and helps co-sell when needed. And while pricing issues can't always be addressed, reaching out to see what's possible can help reduce customer costs.
- **Made support personal**—The partner offered white-glove service, and put his money where his mouth is by giving the customer his personal mobile number—a far cry from the automated call queues they'd be stuck in with competitors.