



CASE STUDY

VOICE ENABLED OFFICE 365

SIMPLE, EASY SKYPE FOR BUSINESS INTEGRATION

LENDINGTREE

LendingTree is a leading online loan marketplace with one of the largest networks of lenders in the nation. Our service provides consumers a way to connect with multiple lenders for a number of financial borrowing needs. From the comfort of their homes, consumers can fill out one simple form and are able to shop, compare, and save on the loans they need. LendingTree also offers a variety of informational resources and tools for borrowers to help manage their finances and have an informed experience. With our financial calculators, interactive loan coaching tools, monthly newsletters, and lender ratings and reviews, we're able to empower customers to make the best financial decisions.

EXECUTIVE SUMMARY

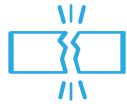
LendingTree relies on multi-location quality business communication technologies. LendingTree drives collaboration and unified communications with CallTower's hosted Microsoft Skype voice solution with Microsoft Office 365 integration, Bridge Operator Console and Polycom conference room devices. LendingTree had already adopted Office 365 and required a cloud-based real-time voice solution with native integration to the productivity tools already deployed to the workforce.

MOVING COMMUNICATION SOLUTIONS TO THE CLOUD

UPDATING THE COMPLEX AND OUTDATED PHONE SYSTEM WAS COSTLY AND DID NOT MEET THE COMPANY GOALS OF MOVING TO A CLOUD-BASED COMMUNICATIONS AND COLLABORATION SOLUTION

THE CHALLENGE

LendingTree's Senior Director of Information Technology, Peter Spivack, was frustrated by the growing limitations and costs of their legacy Avaya Definity PBX. The current IT department did not have the bandwidth to manage the rapidly growing complex issues of the system, or continue to invest into an older system with limited shelf life. These continuous issues, combined with increasing telecommunication costs, impeded their ability to effectively communicate both internally and externally. It was essential to LendingTree's growth plan that their communication solution be easy to implement, simple for their workforce to use, and include conferencing, desktop sharing, other unified communication features and multi-location capabilities.



INFLEXIBLE



COSTLY



UNIMPRESSIVE



We struggled with an outdated and costly Avaya phone system. Company-wide we needed to incorporate a conferencing solution and reduce high telecom costs.



-Peter Spivack, Senior Director of Technology - LendingTree

THE SOLUTION

LendingTree had already adopted Office 365 and the workforce was comfortable with the technology and were actively using Skype for Business online internally for instant messaging, presence and internal online meetings. The simple choice was to voice enable it. LendingTree looked at several companies. LendingTree evaluated several solution providers. Their final choices, CallTower or Ring Central.

The choice was CallTower. According to Spivack, "CallTower easily integrated conferencing with Skype for Business. The CallTower team was proven, knowledgeable and the overall implementation and training plan was clear and concise."

THE CHOICE

LendingTree utilizes CallTower's Skype for Business Complete solution, which adds PSTN telephony and conferencing capabilities to Skype clients and integrates with an Office 365 license, enabling them to leverage their existing investment in O365 and significantly reduce telecommunication costs.

"LendingTree realized the value in CallTower's native voice enabled Skype for Business platform as a complete collaboration solution. The power behind CallTower's unified communication solution leveraging Office 365 integrates all voice calls, instant messaging, presence, video, conferencing, mobile app and telephony features into one platform supported by CallTower" says William Rubio, CallTower's Chief Revenue Officer. "Customers like LendingTree can take advantage of these tools and improve efficiency within the organization while investing in state of the art technology."

THE RESULTS

30% - 40%

OVERALL TELECOMMUNICATIONS SAVINGS OF
30-40% SINCE MOVING TO CALLTOWER

Since implementing CallTower Complete, LendingTree has deployed additional Skype for Business technologies that have further boosted productivity. LendingTree utilizes a CallTower supported Polycom conference room system. This device is designed to work exclusively with voice enabled Skype for Business licenses.

LendingTree has also added CallTower's Receptionist Bridge Operator Console (BOC). BOC's powerful, yet simple user interface, made it easy to transfer and park calls, drag calls to any user in any location, see user status and manage other call controls such as call detail recording, response groups, group monitoring, group email and chat.

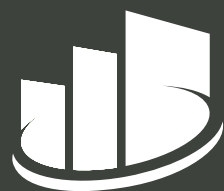
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Efficiency boosts were seen immediately in both the Project Management Team and at the front desk. Project Managers required multiple meetings to run concurrently and the ability to go quickly from one virtual meeting room to another was essential. The front desk has increased productivity using the Bridge Console due to the robust call control options.

LendingTree's critical communication technology challenges have significantly improved with the adoption of CallTower's voice enablement solutions for Office 365. In addition to easy integration into their current Microsoft environment, they have seen improved company-wide efficiency and a tremendous reduction in telecommunication cost.

ABOUT CALLTOWER

CallTower exists to enable people to easily connect to transact business communications. Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications solutions for growing organizations worldwide. We provide, integrate and support industry-leading, cloud-based, Unified Communications and Collaboration solutions, including Cisco® Unified Communications Manager, Microsoft® Skype for Business, Office 365 and Adobe Connect services for business customers. We enhance our clients' strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.



calltower
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