

NEWS

The Support Column: Twas the night before Christmas

December 2021

Twas the night before Christmas and all through the lands
Record volumes of telephony and UCaaS had changed hands
As channel salespeople prepared for their beds
Turning over commissions endlessly in their heads

Whilst down in presales matters weren't so at ease
With technical experts feeling mighty displeased
"It's alright for sellers who've time to deck out their halls
Somebody has to do all those installs!"

Over in finance things were equally rash
With forever expanding delays in quote-to-cash
The speed it should take from sale to being paid
Was as slow and as slothful as a fat snail parade

Issues were growing, processes all out of song
Things that once went like clockwork had turned out Pete Tong
The business was a victim of its own success
Running out of bandwidth as Comms Dealer went to press

But then up in the sky in a bright blinding light
Came a vision of peace from the dark Christmas night
Was it a meteor or a magical horse?
No, twas a trusted support partner to which all can outsource!

They landed like linen on an icy hillside
A virtual sleigh with lots of goodies inside
Filled not with toys and trinkets for children to play
But a hit squad professional services team out for the day

Arranged on the snow in the shape of a grin
Stepped the assorted elves and fairies of Support to Win
Ready to shoulder the burden and enjoy
The opportunity to migrate, onboard and deploy

They set to their work with calmness and precision
Ready to act on their masters' decision
Porting, provisioning, a circuit or four

Training, explaining – hosted seats galore

Mere seconds had passed before all was like new
With the final hardening of project management glue
Paperwork finished and correctly amended
(At the Comms National Awards they'd been Highly Commended)

In no time at all, at a pace that terrified
Not a single end customer was left unsatisfied
Having put in their shift and spun up a treat
All was squared away, every action complete

“Thank you for that”, said the grateful MD
Hiccuping slightly from his glass of sherry
He waved them away and prepared to retire
As Support to Win buckled back into their chariot of fire

And as he returned to eat the last of his roast
He thought “I must remember to put their cheque in the post”
For out in the car park with a whoosh and a call
Went Support to Win crying, “Merry Christmas to all!”