

CUSTOMER STORY: NFON

Equipping Cloud Telephony's Next Generation of Channel Partners

Enabling NFON to nurture growth among general IT resellers and provide red carpet installs for major customer wins

NFON's meteoric rise as one of Europe's leading cloud providers owes much to a successful channel strategy that encompasses experienced telecom resellers as well as general IT VARs and integrators with no comms background.

Empowering this diverse channel community takes a broad range of professional and support services. These ensure that the maximum effort can be spent continuing to grow NFON market share, safe in the knowledge that new customers are properly onboarded and supported.

Compared to traditional on-premise PBX systems, the NFON cloud telephone system is very simple to install and manage. Yet, in order to extract maximum value of its 150+ features and associated premium service offerings, customers rely on expert support to achieve an optimum configuration for their unique business needs.

Our role is to support accredited NFON partners to fulfil this function, regardless of how experienced they are on the product suite. From large 'telecom' resellers that suddenly suffer internal resourcing constraints, to boutique IT consultancies that have only recently branched out into telephony/UC, we provide a one-stop shop capability to meet any requirement.

This differentiator supports NFON's partner recruitment and retention efforts, as well as safeguarding its industry-leading levels of negligible customer churn.

Partners, meanwhile, can present Support to Win's service wrap under their own brand, further solidifying customer relationships. We also play a pivotal role in pre-sales engagements – particularly for major projects of thousands of seats across multiple sites – which frequently convert into implementations that we then project manage to conclusion.

“Support to Win stand out through their eagerness to be hands-on and their uncommonly high investment in understanding our business. They don't just fill gaps – their project management and implementation experience drives huge value into complex, strategically valuable projects. They also accelerate the success of new resellers coming to cloud telephony for the first time with NFON; general IT partners with no comms background who can lean on STW for professional services support while they get busy landing lots of new business and becoming self-sufficient over time.”

Myles Leach, Managing Director, NFON UK