

TCO Technology Builds Meaningful Client Relationships With UniVoIP

TCO Technology sought to improve its ability to provide comprehensive service through a single pane of glass to its clients.

UniVoIP's white-glove approach helps TCO deliver on its promises.

The Challenge: "Quote Shop" Providers That Don't Provide Service

TCO Technology is a relationship-focused technology business broker that supports its customers with contract negotiations, research into new technologies, support on project management, correcting billing errors, and escalating service issues.

The company was faced with a challenge when the UCaaS market became commoditized as a result of the gradual shift to XaaS (everything as a service). Competitors were offering everything through bolt-on applications, and **TCO needed a solution that would enable them to do it differently and better.**

TCO leadership had worked with a number of different providers before beginning their relationship with UniVoIP. **Previous providers didn't offer the top level of service or trust that allowed TCO to easily meet the needs of its existing clients – or attract new ones.**

"UniVoIP is well-positioned to help me win with my current client base."

– Perry Chrisler, Founder of TCO

The Action: A Trusted Relationship That Gets Things Done

UniVoIP's focus on providing a human touch set them above other providers in TCO's history. With UniVoIP, TCO could collaborate at the executive decision level at any time – making it fast and easy to exceed customer expectations.

"UniVoIP is big enough to be special, but special enough to be big,"

said Perry Chrisler, founder and managing member of TCO. "I care deeply about not disappointing my clients, so I'm always looking for resources that are relationship-based. That's where UniVoIP has the human intelligence to support TCO's priorities."

Another advantage to working with UniVoIP is the company's ability to use emerging technologies. "They're not stuck with old technology," explained Chrisler. "They make investments to stay forward-moving, which benefits TCO and our clients."

"UniVoIP offers great support and familiarity – and they deliver on their promises."

– Perry Chrisler, Founder of TCO

The Results: Putting Relationships First for Maximum Growth

As a result of its relationship with UniVoIP, TCO:

- ✓ Can hone in on its 25-500 seat target customers, thanks to UniVoIP's white-glove approach to service.
- ✓ Is now able to grow its client base with UniVoIP's ability to address customers' technical questions as TCO's "A team."
- ✓ Can pivot on a dime because of UniVoIP's ability to be flexible with new technology.

*"Everyone now has offerings managed through a single pane of glass.
I knew working with UniVoIP, we'd be on the forefront."*

– Perry Chrisler, Founder of TCO

"We're not a quote shop," said Chrisler. "We try to create something special for our clients.

We believe in relationship marketing, and UniVoIP does too –

so we know where they're going with their model. UniVoIP offers the right technology and the right resources to ensure my customers have their expectations and needs exceeded."

UniVoIP's focus on providing a human touch and white-glove service has been integral in TCO's continued growth.

