

Support to Win scoops Best Channel Business Service of the Year at the 21st annual Comms National Awards

Recognition follows unprecedented innovation and customer success in UCaaS and CCaaS channels

FLEET, Hants – 14th October 2022 – Support to Win is pleased to announce it has won the Comms National Award 2022 for Best Channel Business Service! The award was presented last night at a glittering gala ceremony in London as the UK comms channel came together to recognise the leaders in its industry.

“My first thought is to all of our amazing staff and the wonderful work they do every day – this is their award and it’s richly deserved,” said Julie Mills, CEO at Support to Win.

“Together we have developed an extremely valuable and innovative managed services offering that harnesses all our experience as well as new technology, skills and automation. It’s an honour to know that our customers, partners and the industry as a whole buy-in to what we’re doing and can see the benefits of outsourcing or smartsourcing with us on UCaaS and CCaaS projects and migrations.”

The 2022 CNA awards mark industry achievements for the 12 months to the end of July this year, a period filled with numerous Support to Win milestones and accomplishments such as:

- Launch and activation of the new DNA (Discover, Normalise, Automate) service capability
- Revenue increase of over one-third
- A series of major migration projects with leading partners and end customers
- Extension of MS Teams integration leadership beyond Direct Routing into SBC and Operator Connect
- Successful awareness and marketing campaigns around smartsourcing
- Innovating and positioning customer-oriented strategy targeting ‘upscaler’ and ‘streamliner’ market segments

The whole Support to Win team plans to celebrate its award success in the coming weeks as it continues to grow and innovate into 2023. Mills adds: “We’ve been Highly Commended in this category twice in the past so it’s amazing to go one better and get the win. Thank you to all our staff, our customers, suppliers and to the judges and organisers of the CNAs!”