

## CUSTOMER STORY: ACQUISITIVE CLOUD COMMS OPERATOR

### Safeguarding ROI from M&A

*Removing risk and pain from platform migrations for acquisitive cloud comms operator*

Having made a key strategic acquisition, a major UK cloud communications provider needed to migrate thousands of customers from a third-party cloud PBX system onto its own proprietary platform.

With its internal teams already focused on business-as-usual (BAU) support, additional skills were needed to create and execute a bespoke plan.

Support to Win was called in to develop and implement a successful, risk-free migration that would enable the operator to realise the intended synergies of its acquisition while mitigating customer churn.

Our broad platform experience meant we already had deep technical knowledge of both the BroadWorks-based cloud PBX system customers were migrating from, and the operator's proprietary cloud communications platform.

Crucially, this included an accelerated understanding of each platform from a customer/user perspective. These insights were to prove vital to the development and execution of our migration plan.

The size of customers involved in the migration made onsite assistance cost prohibitive. As such, we applied a combination of pre- and post-migration support services to minimise technical issues and maximise the customer experience.

**“Support to Win were incredibly quick to grasp our challenge and get cracking on the project. They could have just taken our brief and got on with the job, but instead they raised questions we hadn’t fully considered and left no stone unturned. They set and achieved very high standards in customer care and took the whole migration weight off us to focus on in-life issues. They are now my go-to team for future strategic projects.”**

**Senior Director, Customer Support**