



## CASE STUDY:

# Skytel Strengthens Clarity Voice's Communications Offerings

A nationwide VoIP provider partnered with Skytel to deliver reliable voice services to its growing customer base.



**"Working with Skytel has allowed us to rely on their infrastructure and focus fully on our product and customer relationships."**

**- Clarity Voice Executive**

Clarity Voice provides VoIP solutions for franchises, multi-location businesses, and inbound sales and service centers across North America. As its customer base expanded, Clarity sought a carrier partner that could provide reliable, scalable wholesale voice infrastructure – enabling the provider to offer strong call quality and network stability without costly infrastructure investments.



## The Challenge

### **✖ Scalability & Performance:**

Clarity needed a voice backbone that could support high call volumes with dependable uptime across all customer sites.

### **✖ Cost Control:**

The legacy pricing models used by many carriers made it difficult to scale network resources cost-effectively.

### **✖ Quality & Reliability:**

Ensuring clear, low-latency audio was a priority for franchise operations and inbound call performance.

### **✖ Operational Complexity:**

Manual provisioning, billing, and number porting tasks were creating administrative strain and slowing deployments.



## The Action

Skytel stepped in to provide Clarity Voice with a reseller-friendly infrastructure designed for growth and reliability.

Skytel's redundant, carrier-grade network ensures reliable call quality and uptime across all customer locations, while its flexible pricing models also allow Clarity to scale voice capacity as needed while avoiding heavy capital costs. Plus, its API-driven platform enables Clarity's teams to automate provisioning, manage numbers, and access real-time usage data all from a centralized portal.

Ultimately, the partnership lets Clarity Voice maintain full control of its service delivery while offloading infrastructure responsibilities to Skytel.



## The Results

With Skytel, Clarity Voice can now:



**Provide consistent uptime and high-quality calls** across all customer locations



**Deploy voice services faster** through automation and streamlined provisioning



**Scale without making heavy investments** or straining internal resources.