



From Frustration to Function: Teams Phone Transformed through OCM

Close Date	OU	Industry	Org Size	Deal Highlight	Products & Services	Partner	Customer	Competition
April 2025	SLG	Government	200 employees	OCM & Teams Phone Promotion	Teams Phone	eGroup Enabling Technologies	Niles Township	N/A

CHALLENGE	SOLUTION	OUTCOMES	TEAM
<p>Niles Township faced the difficulty of managing a complex IT infrastructure with a small internal team. Their Microsoft Teams Phone solution had been hastily implemented several years ago and was plagued with bugs and poor user adoption.</p> <p>The township needed both technical remediation and a user-focused approach to drive better engagement with the platform.</p>	<p>eGroup stepped in with an Organizational Change Management (OCM) focus. The OCM team met with Teams Phone power users in person to observe workflows, gather feedback, and uncover both technical and adoption issues.</p> <p>This hands-on discovery process revealed a targeted plan that included technical fixes and a user adoption strategy tailored to Niles Township’s needs. By combining technical expertise with OCM practices, eGroup ensured a people-centered approach to platform success.</p>	<p>The project resulted in significantly improved usage and satisfaction with Teams Phone across the organization. Power users experienced fewer issues and broader adoption followed as user confidence grew.</p> <p>By resolving technical bugs and enhancing user engagement, eGroup not only preserved Niles Township’s investment in Microsoft 365 but also prevented the potential switch to competing VoIP providers—securing \$100K in Microsoft licensing value and deepening the role as a trusted advisor.</p>	<p>Channel Account Manager Michael Sweetman</p> <p>Solutions Architect Adam Stone</p> <p>Partner Douglas Burge, Account Executive</p>