

GreenLink Networks Delivers New Features and Services to Meet the Demands of Remote Workforces

In response to the coronavirus pandemic, the VoIP services provider expedited new offerings to help partners address their customers' urgent communications needs.

GreenLink Networks is a company that has a close relationship with its partners to not only stay in tune with what is happening in their businesses, but also to perceive and foresee their needs. "We believe in investing in a long-term relationship with our partners," says Jhovanny Rodriguez, co-founder and vice president of the channel-only provider of business VoIP services. That is why, when the coronavirus pandemic found many businesses scrambling to enable a remote workforce, GreenLink went into all-hands-on-deck mode to expedite planned new features and services to make that easier. Those new features and services are designed to enhance mobility, collaboration, efficiency, and user experience, and are rolling out this June.

"One of the things that we keep hearing from partners right now is that they're exclusively focusing on things that are helping their customers at this time. We had a series of products and services that were due to be released throughout the year, but we felt that it was very important to get those to them sooner," Rodriguez

explains. Now more than ever, he adds, "it's very important for customers to have the ability to work from anywhere and have multiple layers of communication and collaboration."

GreenLink is delivering that ability with a slate of new features and services that not only help MSP partners respond to their customers' current needs, but can also drive new business. The GreenLink rollout includes **a mobile app for Android and iOS** (mobile and tablet versions) and **a desktop app for Windows and Mac**. Both include instant messaging (chat), chat rooms, presence, and more.

With the new apps, businesses can use their GreenLink extension from multiple devices as well as their existing physical IP phones. For any customers new to VoIP, the apps can eliminate the need for a physical IP phone, creating additional savings.

The new apps are free for all GreenLink end users and work with the existing GreenLink credentials, making deployment extremely simple and seamless. Plus, since all GreenLink partners

receive free phone service for life, they can take advantage of the new apps at no cost as well.

GreenLink is also releasing new services partners can add to their portfolio:

Videoconferencing/collaboration—This add-on service for the desktop and mobile apps includes videoconferencing, screen sharing, and chat for up to 100 participants. With this service, GreenLink users can access communications and collaboration via one interface rather than utilizing third-party conferencing systems. The service is priced on a per-user basis.

Hand-selected line of headsets—GreenLink assembled this best-of-breed line of headsets to address the needs of different types of VoIP users. Offering top-audio quality, the headsets can be purchased or rented, with NFR pricing available for partners.

"We're focusing on enhancing the entire user experience, not just the phone on the desk, but from collaboration and mobility to the quality of sound at the headset level," Rodriguez says.

Committed to Partner Success

GreenLink is working to enhance the partner experience as well, with its continued commitment to marketing and training. With the recent addition of a marketing manager and a training manager, GreenLink is also launching GreenLink University, which will enable partners to earn badges and certificates. The online learning management system is designed to offer partners all the necessary training, marketing materials, and sales tools they need to be successful. Rodriguez says GreenLink will make the university available to partners' customers as well in the near future.

The culmination of GreenLink's efforts to get its new features and services to market quickly will help partners not only meet the immediate needs of customers coping with business changes brought about by COVID-19, but position them and their own MSP businesses for future long-term success.

"Our thinking," Rodriguez emphasizes, "is let's get partners what they need to help customers now, so that we can all get past the current situation and focus on the future together."



For information on becoming a GreenLink Networks partner, go to greenlinknetworks.com/partners.

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