

Case study

How Masiello Group Unified Business Communications on Microsoft Teams

One cloud phone system. Lower TCO. Live for everyone in a week.

Client Overview

The Masiello Group, a leading multi-state real estate firm, ran its communications on a fragmented mix of tools – roughly 1,000 users relied on Cisco Webex for online meetings and personal cell phones for business calls. The setup was expensive and inefficient for a company of its scale. Masiello had already invested in Microsoft Teams but lacked the internal IT staff to enable phone calling through Teams without risking disruption to day-to-day business productivity across its offices and 700+ agents.

Challenges

- ~1,000 users split across Cisco Webex and personal cell phones for business calls.
- A fragmented, expensive setup inefficient for a multi-state real estate powerhouse.
- Existing Microsoft Teams investment underused – no business phone capability enabled.
- Limited internal IT staff to activate Teams calling safely.
- Risk of disrupting productivity across offices and 700+ agents during any change.

< 1 wk

**Company-Wide
Teams Voice Rolled Out**

After partnering with Blue Mantis, Masiello Group achieved:

- Teams Voice live for all users in under a week, with minimal disruption.
- A single, unified platform for internal and external communications.
- Significant annual savings by eliminating legacy Webex licenses.
- Lower TCO through optimized Microsoft 365 licensing, without sacrificing productivity or security.
- An AI-powered virtual receptionist routing calls to 700+ agents by voice.

Solutions

Blue Mantis offered Masiello a no-cost 30-day trial of its Microsoft Teams Voice Calling solution – a secure, 100% cloud platform that transformed the Teams apps Masiello's workers already used into a full-fledged business phone system, replacing aging legacy onsite hardware.

Deployment was fast: Blue Mantis had every worker up and running on Teams Voice in less than a week, keeping disruption to daily operations minimal.

Alongside the rollout, Blue Mantis added an AI-powered virtual receptionist that routes calls to any of Masiello's 700+ agents via voice recognition – which, combined with retiring Webex, drove significant annual savings.