



How to Grow Your VoIP Business

Strategies & Toolkits that Actually Works

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www.yeastar.com



The global VoIP and UCaaS markets are growing rapidly—UCaaS alone is projected to reach nearly **\$262 billion** by 2030. However, adoption still lags behind. Many businesses remain hesitant due to perceived complexity, unclear ROI, and migration concerns. Even those who have made the shift often use VoIP in the most basic ways—missing out on the broader value it can deliver.

This disconnect presents a unique opportunity for telecom service providers.

Businesses need guidance—not just connectivity, but a roadmap to smarter, unified communications. The opportunity lies beyond traditional voice: think white-label UCaaS, BYOD flexibility, Microsoft Teams integrations, converged UCaaS & CCaaS, and cloud-native platforms. In this guide, we'll walk you through key strategies to stand out, win clients, and scale revenue.

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Find Your VoIP Niche

While VoIP is a horizontal technology, the most successful Telecom Service Providers narrow their focus to stand out. Serving “everyone” often means resonating with no one. Instead, identify a niche—this could be based on geography, customer type, business size, go-to-market model, or vertical specialization—and tailor your messaging, packaging, and pricing around their specific needs and pain points. This allows for a much more compelling sales pitch that speaks the customer's language and drives action.



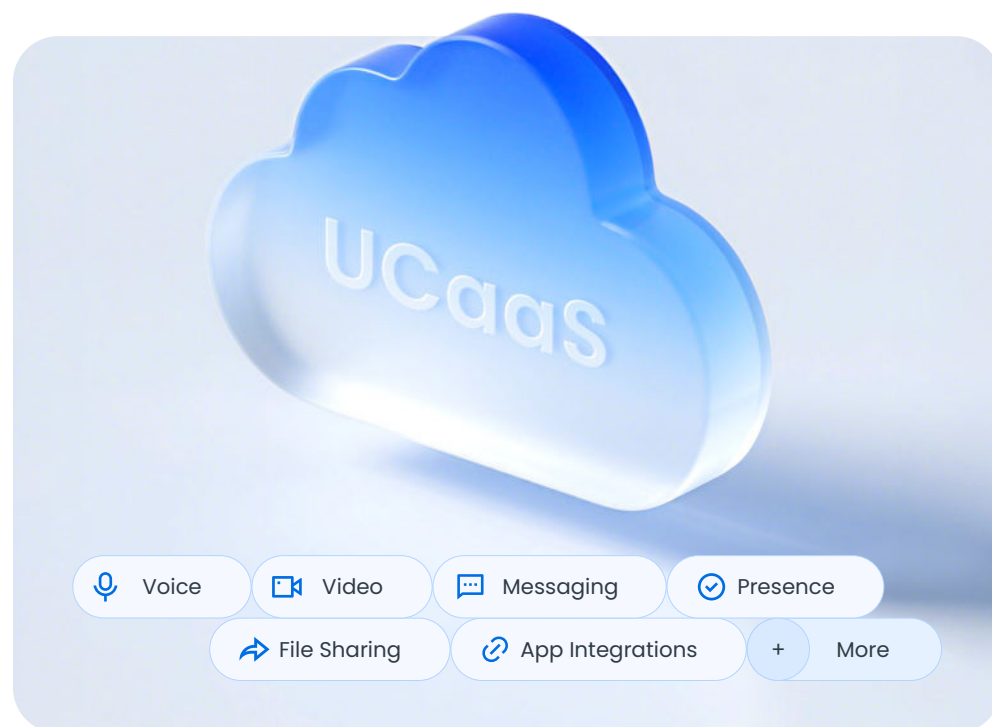
Here's a table outlining the key **VoIP market characteristics across different niches**, along with common **customer buying criteria** and **example sales pitch angles**—so you can better target the markets that match your strengths.

VoIP Market Segmentation, Buying Criteria, and Pitch Angles:

Segment	Niche Options	Market Traits	Customers' Buying criteria	Sales Pitch Angle (Hook)
Location	☑ Urban	High competition, strong infrastructure	High expectations on features, uptime, and support; differentiation is key	"Upgrade your UC stack with all-in-one communication—no hardware limits, no busy signals."
	☑ Rural	Fewer providers, price-sensitive	Reliable connectivity, affordable pricing, and hybrid deployment options (e.g., on-prem + cloud)	"Bring city-grade communications to rural teams—without the big-city price."
Market Type	☑ Residential	Typically served by large ISPs, low ARPU, usually single-line usage	Simple VoIP plans, bundled offers, mobile apps, and self-setup tools	"Clear calls at home. Easy, no hidden fees."
	☑ Business	Wide-open market with more players, Higher ARPU	Scalable UCaaS, flexible deployment, compliance, and integration with business tools	"Connect your team, tools, and customers with one smart UCaaS platform."
Business Size	☑ SMB	Cost-conscious, staff, rapid scaling, often underserved	Easy deployment, affordable bundles, multi-functional UC apps, strong support	"No IT team? No problem. Launch enterprise-grade comms in days."
	☑ Enterprise	High complexity, multi-site setup, security-focused	Custom solutions, high SLA, API access, advanced features (call analytics, call center, integrations)	"Tailored UCaaS with enterprise-grade security and control."
Sales Approach	☑ Direct Sales	Leverage own network/customers	Personal trust, onboarding support	"We're not just a provider—we're your long-term comms partner."
	☑ Channel	Scales faster with partners	Margins, support, white-label options	"Boost your recurring revenue with a branded, reseller-ready UCaaS platform."

Build Your UCaaS Offerings & Sell Beyond Voice

A common mistake telecom service providers make is leading only with dial tone or SIP trunking. While these services are essential, they're often seen as commodities with limited differentiation. The true revenue opportunity lies in delivering value-added services that sit on top—Unified Communications as a Service (UCaaS).



UCaaS platform integrates voice, video, messaging, presence, file sharing, and app integrations into one cloud-based solution. It meets the growing demand for flexible, remote-ready communication—expected to push the UCaaS market beyond **\$262 billion by 2030** (Grand View Search).

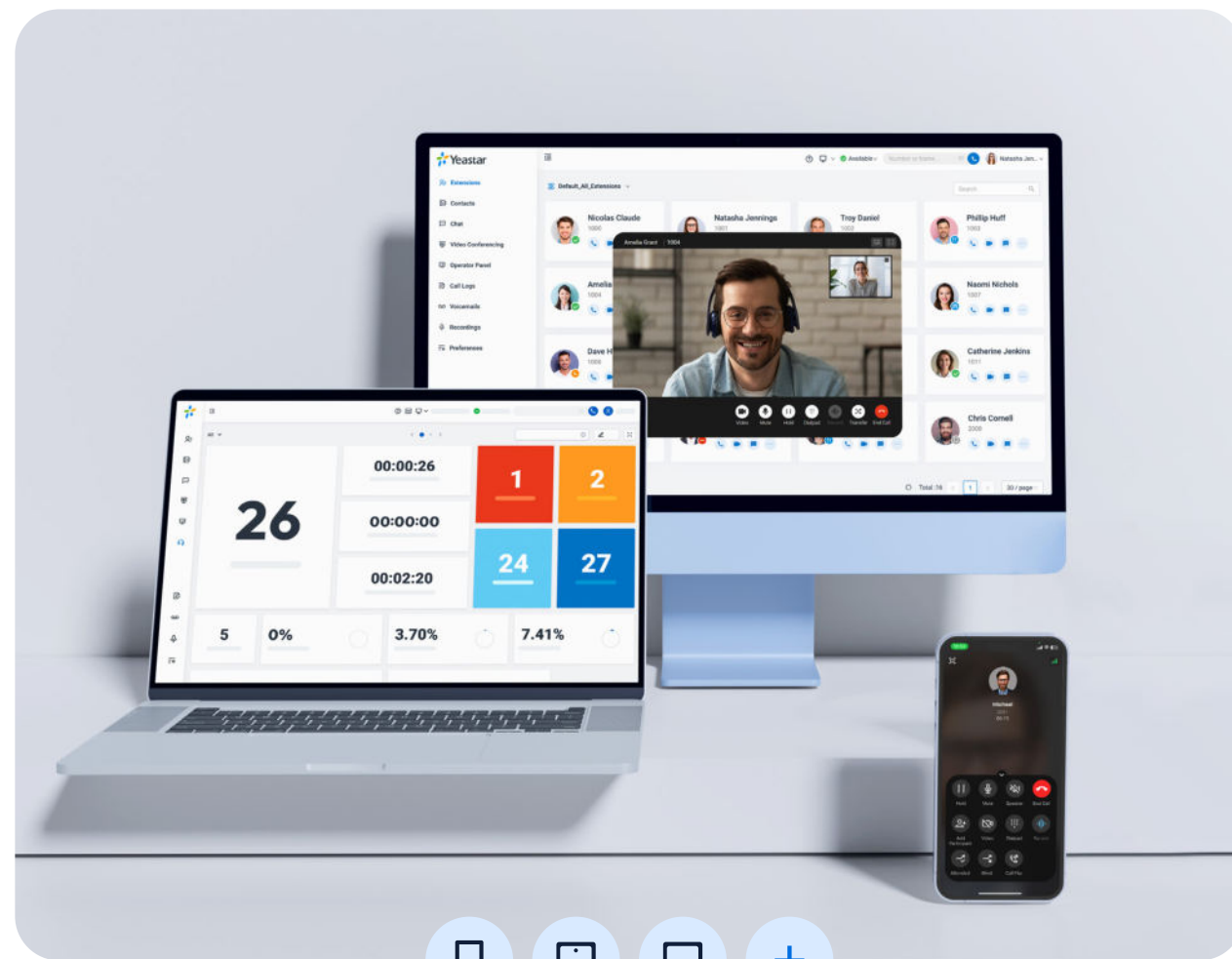
As a telecom service provider with established customer base already relying on your voice or broadband services, you have a natural springboard to sell UCaaS. The key is to **educate your customers on the broader benefits**—how UCaaS will benefit their businesses and why they need your product.

Here's a [VoIP Sales Playbook](#) that offer a step-by-step guide, checklist, and sales narratives to lessen customers' uncertainties on UCaaS—the value, transition risks, costs—and truly appreciate what your product can do for them.

Offer BYOD-Ready Solutions to Expand Reach

In today's flexible and remote-first workplace, BYOD (Bring Your Own Device) support is no longer optional—it's a competitive imperative. According to Cybersecurity Insiders, **82% of organizations now have a BYOD policy**, and 70% of employees regularly use personal devices for work.

As a service provider, offering VoIP and UCaaS solutions that **work seamlessly across desk phones, smartphones, tablets, and PCs** helps your customers stay productive without investing in new hardware. That's why choosing a UCaaS vendor (if you don't build your own) with cross-platform softphones, multi-device support, and no vendor lock-in is key.



UCaaS Vendor Comparison–BYOD Support & Flexibility

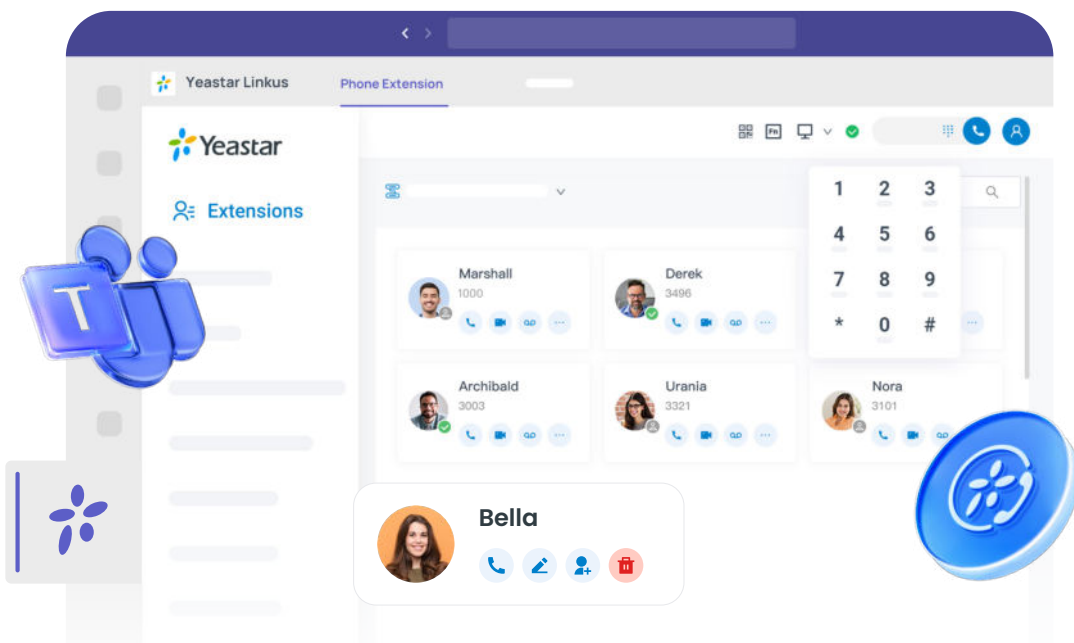
Vendor	Vendor Lock-in	Softphone Client Support	Third-Party IP Phone Support
Yeastar	✔ No	Free and all platforms supported: Windows, macOS, iOS, Android, Web	✔ Industry-leading. Support auto provisioning 450+ phone models from Yealink, Fanvil, Cisco, Poly, NEC, Mitel, etc.
3CX	✔ No	Free but do not support macOS	✔ Popular models (Yealink, Fanvil, Snom, etc.)
Bicom Systems	✔ No	Require extra per-user licenses for different platforms: Windows, macOS, iOS, Android	✔ Support mainstream models, but the auto-provisioning feature is limited only to Yealink and Snom
RingCentral	✖ Partial	Free and all platforms supported: Windows, macOS, iOS, Android	✔ Limited to approved models
NetSapiens	✔ No	SNAPmobile apps (iOS, Android); No self-developed desktop softphone	✔ Wide support (Poly, Yealink, Cisco, Grandstream, etc.)
Zoom Phone	✖ Partial	Desktop & mobile via Zoom app	✔ Limited to approved models
Microsoft Teams Phone	✖ Partial	Microsoft Teams app (Web, Desktop, Mobile)	✖ Primarily supports Teams-certified devices
Avaya Cloud Office	✖ Partial	Avaya Spaces / Cloud Office mobile & desktop apps	✖ Limited to approved models
Mitel MiCloud	✖ Partial	Mitel softphone (limited cross-platform support)	✖ Mostly proprietary

- Note

- “Vendor Lock-in” indicates whether you’re required to use the vendor’s hardware/software stack exclusively
 - Softphone support includes whether the vendor provides its own app and on which platforms (desktop, mobile, web)

Capitalize on Microsoft Teams Growth

With over 300 million active users, Microsoft Teams has become the collaboration platform of choice for enterprises and SMBs alike. But native Teams calling is often **costly, regionally limited, or lack advanced PBX features**—leaving a gap for telecom service providers to fill.



By offering Teams Direct Routing or PBX for Teams Integration solution, you help customers achieve the following:

- ✓ Use Teams as their softphone interface (with external calling)
- ✓ Avoid Microsoft calling plans. Route external calls via your SIP trunks
- ✓ Keep their existing numbers, devices, and features
- ✓ Get enterprise-grade PBX functions inside Teams:
For example, the Yeastar [P-Series UCaaS platform embeds a softphone directly in Teams app](#), enabling advanced call control without Teams Phone licenses, SBC hardware, or limited only to Teams-certified phone devices. Customers can use SIP phones and trunking via Yeastar while managing everything inside Teams.

This all-in-one approach enables you to turn Microsoft Teams into a powerful UCaaS front end while keeping control of SIP services, number provisioning, and call policies—driving higher value for your customers and recurring revenue for your business.

Partner with a White-label UC Vendor for Growth & Margin Control

To scale sustainably, you need control—not just over technology, but over the customer ownership, branding, and pricing. That's where white-label UCaaS platforms shine. Instead of reselling a major vendor's service, a white-label solution enables you to:



Launch under your **own brand**



Customize portals, apps, and invoices



Create tiered bundles tailored to verticals



Set your **own margins and billing models**

This gives you the flexibility to create packages that meet **local market needs**—whether that's hospitality-focused UCaaS, education-focused messaging, or SMB bundles with built-in CRM.



→ [Yeastar White-label UCaaS Platform](#)

With a white-label approach, you're not just a reseller—you become the service provider — customers are less likely to churn when they rely on you for day-to-day operations.

But what worth noting is that no all white-label-supported UCaaS platform are created same. Here are some key considerations when choosing a white-label UCaaS partner.

Key Considerations When Choosing a White-Label UCaaS Platform

Category	What to Look For	Why It Matters
Branding Flexibility	Full white-label capability: custom domain, logo, emails, client portal(app/softphone clients)	Reinforces your brand identity and builds customer loyalty
Multi-Tenant Architecture	Native multi-tenant support with user isolation and centralized management	Enables efficient scaling, especially for MSPs and resellers
Deployment Options	Public cloud, private cloud, or on-prem options	Provides flexibility to align with your customers' compliance and hosting needs
Feature Set	Built-in UCaaS & Contact Center features: voice, video, messaging, file sharing, integrations (CRM, Teams, etc.)	Avoids the need for third-party tools and offers a competitive, all-in-one solution
SIP Trunk Compatibility	Open SIP standards, BYOC support	Gives you control over routing, carrier choice, and profit margins
Provisioning & Management	Centralized admin portal, remote provisioning, automated updates	Saves time and improves operational efficiency
APIs & Extensibility	Open APIs for billing, provisioning, integration with CRMs, support tools	Enables automation and integration into your ecosystem
Pricing & Margins	○ Transparent partner pricing, volume discounts, clear billing model ○ All-in-one license or charge by features. Any hidden costs?	Maximizes profitability and allows you to scale efficiently
Technical Support & Updates	○ In-house technical support & dedicated partner teams ○ Frequent product updates (Better monthly or quarterly)	Keeps your service reliable, secure, and competitive with fast access to new features & fixes

Combine UCaaS and CCaaS for Higher ROI



UCaaS

+

CCaaS

As customer expectations rise, the lines between internal team communication and customer engagement are blurring. That's why leading service providers are now converging **UC (Unified Communications)** with **CC (Contact Center)** to deliver a complete, high-value communication solution. According to Metrigy, businesses that integrate UCaaS and CCaaS report:

56%

higher customer satisfaction

40%

average cost savings

2x

increase in employee productivity

From a service provider's standpoint, this means greater upsell opportunities, stickier services, and increased APRU and customer lifetime value.

If your UCaaS platform doesn't already include call center or omnichannel features, consider a solution (like [Yeastar](https://www.yeastar.com)) that offers integrated CCaaS capabilities or supports easy third-party integrations. This not only helps your clients grow but strengthens your position as their long-term technology partner.

Final Thoughts

We hope this guide provides a solid foundation as you enter the booming billion-dollar VoIP and UCaaS industry—but this is just the beginning. If there's one piece of advice we can offer, it's this: choose a provider that partners with you from day one and supports you at every step. This is going to be a bumpy ride and you should not have to do it on your own.

If you are looking for a partner, Yeastar is a partner-first and channel-only UC provider with all of the pieces to start and scale a successful VoIP business. We have helped 9000+ partners from group up and we're committed to supporting you from start to finish—and beyond.



Download Brochure:

[How Telecom Service Providers Grow Revenue with Yeastar](#)

Interested in Yeastar solution?

If you're interested in trying out Yeastar, click the link for a free trial. For pricing details or a live demo of our PBX and partner, just contact us and we'd be happy to provide you with all the information you need.

[Free Trial](#)[Contact us](#)

Yeastar P-Series Phone System

The Yeastar P-Series Cloud Edition delivers a full-featured, carrier-grade solution that goes beyond traditional PBX. It combines 100+UC features with built-in contact center capabilities, omnichannel messaging, video meetings, CRM integrations, and more—making it ideal for businesses of all sizes and across verticals.

With compatibility across 150+ SIP trunk providers, auto-provisioning support for 450+ IP phone models, comprehensive call reporting, and centralized multi-instance management, it empower you to launch and scale hosted PBX services quickly.



Feature & APIs

Unified Communications, Contact Center, APIs, SDKs. Leading features all in one.

White-label Branding

PBX, softphones, central management platform. Private-label all at a "coffee-run" costs.

Multi-tenancy

Share extensions or concurrent calls across your PBX instances for lower costs.

Flexible Deployment

Deploy in our data center powered by AWS or yours. Enjoy full control.

About Yeastar

Founded in 2006, Yeastar has established itself as a leading provider of UC solutions with a global partner network and over 650,000 customers worldwide.

Committed to delivering the right technology to value-oriented businesses, Yeastar offers PBX and VoIP gateway solutions that are easily accessible from ownership and adoption to daily usage and management, helping businesses realize digital value.

**Digital Value,
Delivered.**

