# Article information:

Callaway Case Study
<https://www.continuant.com/success-stories/callaway-golf>

# Article summary:

1. Callaway Golf is a well-known sporting goods brand that has created innovative products to help golfers improve their game.

2. Callaway needed a service provider for its Avaya systems, and chose Continuant for its reliable communications network and long-term technology roadmap.

3. Continuant provides weekly assistance setting up customized routing for 800 numbers, as well as maintenance and support for the Avaya system with 1800 users and 75 Call Center agents.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article is generally trustworthy and reliable, as it provides detailed information about the background of Callaway Golf, the solution provided by Continuant, the challenge faced by Callaway, and the story of how they overcame it. The article also includes quotes from Ely R. Callaway Jr., which adds credibility to the content. However, there are some potential biases in the article that should be noted. For example, there is no mention of any other service providers that were considered by Callaway before choosing Continuant; this could lead readers to assume that Continuant was the only option available to them. Additionally, while the article does provide some detail about how Continuant helped Callaway with their communication needs, it does not explore any potential risks or drawbacks associated with using their services; this could lead readers to believe that using Continuant’s services is risk-free when in fact there may be some risks involved. Finally, while the article does mention some of the benefits of using Continuant’s services, it does not present both sides equally; this could lead readers to believe that using Continuant’s services is always beneficial without considering any potential drawbacks or alternatives.

# Topics for further research:

* Alternatives to Continuant for communication services
* Potential risks of using Continuant services
* Pros and cons of using Continuant services
* Cost of using Continuant services
* Reviews of Continuant services
* Best practices for communication services

# Report location:

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