



# CloudBoost

UC & CX INNOVATION

## Uncover CX Opportunities

*A guide for customer-facing teams to identify voice opportunities in contact centre conversations*

### Voice Remains a Vital Component in CX

Voice remains one of the most critical — and sensitive — channels in customer experience. While digital channels are growing, voice is still where high-stakes conversations happen: complaints, escalations, and complex requests. That's why the underlying voice layer isn't just infrastructure — it's a key part of how CX is delivered and perceived.



**CX Voice Integration** means having full control over how calls enter and leave the contact centre — across platforms, geographies and user types. With the right provider, businesses can consolidate their number plans, ensure global PSTN compliance, and align CX, UC and mobility all through a single voice layer.

**This guide provides five prompts to help your teams uncover where voice is fragmented in CX deployments — and where CallTower can help unify it without replacing the customer's chosen platform.**

### Five Conversation Starters to Uncover CX Voice Opportunities

#### 1. “Are you using different providers for UC and contact centre voice?”

✦ Businesses often manage internal telephony and contact centre voice separately — even when both are moving to the cloud. That usually means extra contracts, complex integrations, and duplicated support models.

#### 2. “Have you considered consolidating all your voice services under one provider?”

✦ Consolidation reduces cost, risk, and friction. When voice for UC, mobility and contact centre all come from the same provider, it's easier to manage contracts, SLAs, number plans and billing.

#### 3. “How easy is it to scale voice services across new platforms or locations?”

✦ Scaling contact centre voice across multiple countries, offices or platforms can be complicated, especially when legacy infrastructure is involved. A global voice partner like CallTower helps simplify that.

#### 4. “Are you confident your contact centre has the same voice quality as the rest of the business?”

✦ If voice is handled separately, contact centre calls can suffer from poor routing, inconsistent call quality or lack of resilience. That undermines CX and reflects badly on the business.

#### 5. “Would it help to simplify your contact centre’s voice layer while keeping your existing platform?”

✦ CallTower doesn’t replace your customer’s chosen CX platform, it strengthens it. Whatever route they’ve taken (Webex, Five9, Genesys, Zoom, or Teams), CallTower enables the voice channel that makes it work.

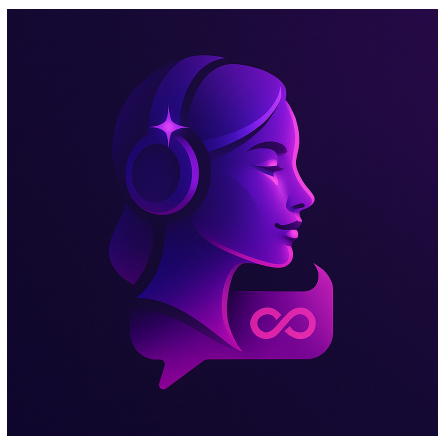
## Final Thought

CallTower isn’t trying to replace your customer’s CX strategy — it’s there to **strengthen it**.

By consolidating voice services across UC, mobility and contact centre, you help customers reduce complexity, improve quality, and stay in control.

Your role is simply to **start the conversation**.

*Then say: “Let me bring in the experts — can we schedule a quick call?”*



## Do You Want to Make UC and CX Conversations Easier for Your Sales Teams?

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