



# Engage IQ

## EngageIQ: AI Sales Enablement for UC and CX Solutions

*Empower your sales teams. Drive performance across every customer-facing conversation*

### Overview

EngageIQ is a browser-based sales enablement tool built specifically for the needs of UC and CX solution providers. Designed to support migration acceleration, enhance sales effectiveness, and drive consistent performance across customer-facing teams, EngageIQ combines intelligent assistance with proven sales methodologies — without adding unnecessary complexity.

Adaptable to your solutions, your sales cycle, and your teams, EngageIQ helps unlock margin, accelerate opportunity conversion, and guide your teams through complex solution sales in an increasingly competitive market.

### Features & Benefits

Feature	Benefit
Intelligent guidance based on proven sales methodologies	Built around MEDDIC/MEDDPICC and solution selling principles, EngageIQ supports real-world sales conversations without imposing rigid and unfamiliar processes.
Tailored to your solution set	EngageIQ is customised around your specific portfolio - UC platforms, migration services, CX solutions and more. It speaks your language and supports your sales cycle.
Adaptable to different teams	Versions can be created for sales, pre-sales, marketing and outbound teams - each with tailored flows and guidance.
Use-case focussed design	Whether supporting migration from legacy PBX estates or driving new CX propositions, EngageIQ can be purpose-built to align with your commercial goals.
Custom branding and UI options	Incorporate your logo, colour palette and company identity - keeping EngageIQ fully aligned with your brand experience.

## Purpose-Built Use Cases



### Migration Acceleration Tool

Streamlines conversations around cloud migration, helping teams articulate value, surface opportunities and guide customers through the transition from their legacy estates.



### UCaaS Value Selling

Upsell with confidence. Ensure your teams are enabled with the right processes to understand the challenges faced by the customer and how to align the solution to them.



### CX Enablement Assistant

Equips sales and marketing teams with ready-to-use content, objection handling, and value positioning tailored to customer engagement and contact centre solutions.



### Sales Process Companion

Supports team consistency, guides the sales teams through best practice sales motions, and improves performance in complex, consultative selling environments.



### Pre-Sales Service

Extend the value of the overstretched pre-sales team by offloading the less complex questions to EngageIQ.



### Training & Onboarding Aid

New starters gain faster ramp-up with structured guidance, content prompts and scenario-based learning embedded in the workflow.

## Enablement at Scale - without the Complexity or Cost

- Accelerates migration conversations
- Enhances sales consistency
- Drives conversion and velocity
- Reduces content creation effort
- Scales enablement across teams

## Get Started with EngageIQ

EngageIQ is available today for deployment with your sales teams, partner network or service delivery teams. Versions can be live within days and tailored to suit your specific solution focus and Go-to-Market model.

