



Elevate Customer Experience Through Microsoft Teams

The CX Challenge in a Teams-Centric World

As [Microsoft Teams](#) becomes the centerpiece of business communications—handling meetings, chats, and calls—what's left to enhance customer experience? The answer: everything that transforms Teams from a communication platform into a [customer experience \(CX\)](#) powerhouse.

While Teams provides the foundation, CX-enhancing tools like call analytics, CRM integration, and call recording are what truly elevate the experience. Without these, businesses risk falling short of expectations, losing opportunities to stand out, and ultimately, losing customers.

Why CX Matters More Than Ever

86%

of customers leave after two bad experiences.

by 2025

CX will be a baseline requirement, not a differentiator.

If you rely solely on Teams' out-of-the-box functionality, you're not just failing to stand out—you're failing to meet basic customer expectations.

Turning Teams into a CX Platform

Enhancing CX isn't just about adding features; it's about avoiding failure. By layering CX tools onto Teams, you can:

Answer
Calls Faster

Resolve
Issues
Efficiently

Monitor
and Improve
Performance
in Real Time

This transforms Teams into a platform that supports smarter, more responsive operations.

Essential CX Tools to Offer

Once Teams voice services are in place; the next step is enabling tools that make a real difference:



CRM Integration (CT Unite): Provide agents with customer history for personalized interactions.



Compliance Call Recording (CT Recording): Ensure compliance and unlock insights through transcriptions, coaching, and keyword tracking



Real-Time Analytics (CT Analytics): Empower supervisors to monitor performance, shift resources, and support teams on the fly.

These tools don't just enhance CX—they're essential for meeting today's customer expectations.

Call Recording: The Gateway to CX Conversations

Call recording is more than a compliance tool; it's a business tool that opens the door to deeper CX improvements:

Leverage Keyword Insights

Identify patterns that signal churn, frustration, or sales opportunities.

Highlight Poor Experiences in Real Time

Enable supervisors to assist during live calls.

Boost First Call Resolution

Use data to uncover blockers and improve training.

Simplify CX Delivery with CallTower

Delivering Teams voice is just the beginning. To truly enhance CX, simplicity is key. That's where CallTower comes in.

Start Delivering More Through Teams

Customer experience is the key to long-term success—for both your customers and your business. With CallTower, you can deliver CX-enhancing tools that transform Teams into a platform for smarter, simpler, and more effective customer interactions.

Ready to elevate CX? Let's make it happen.

Let's Connect