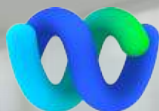




calltower



Enhancing Hybrid Work with Webex Go: New Updates and ROI Potential

As technology advances and work cultures shift, hybrid work models are quickly rising in prominence and popularity. More and more employees are using and embracing a flexible [hybrid workstyle](#), allowing them to work wherever works best for them and their life situation, be it at home, in the office, or out in the field. As hybrid work continues to gain traction, mobile devices for work become increasingly important as well, with many calls shifting to mobile devices and more business using or considering using mobile [Unified Communications](#).

Webex Go is a mobile solution from Webex perfectly suited for businesses that are invested in mobile options for their remote and hybrid workers. This article will explore what Webex Go is, the recent changes and updates [Webex](#) made to the solution, the benefits, and the return-on-investment (ROI) opportunities that come with using Webex Go.

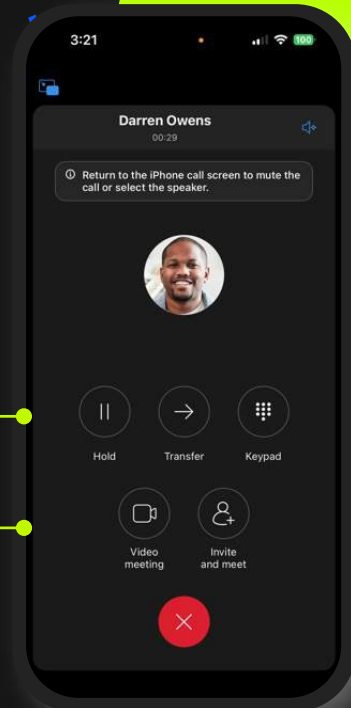
Elevate Call to
Webex App



Add calls,
conference

Complete calling
feature set

Elevate to video
call or meeting



What is Webex Go? >

Webex Go is a cutting-edge communication tool designed to enhance remote and hybrid work through seamless integration with existing digital platforms. It allows users to make and receive business calls using their smartphone's native dialer, ensuring a consistent and professional communication experience. With its key features, including high-quality audio, security, and reliability, Webex Go bridges the gap between personal and professional communication.

It boosts productivity by enabling users to stay connected wherever they are, fostering efficient teamwork and collaboration. Whether you're working from home or on the move, Webex Go ensures you remain connected to your team without the need for multiple devices.

New Webex Go Positioning

During WebexOne 2024, Webex announced several changes to Webex Go coming in late 2024 to early 2025, designed to make it simpler for customers to integrate the system into their communication strategy.

Some of the key updates include:

No Fees or SKU

Webex Go is now included with the Webex Calling Professional License for no additional fee and with no stockkeeping unit (SKU) requirements, reducing the costs of Webex Go and saving businesses money.

Single Offer

Webex Go is now a single offer that can be installed on the primary line of business-provided devices, or on the secondary line of personal, BYOD devices, ensuring secure, compliant, and private calling for any workstyle.

Connectivity

Customers can select their mobile connectivity from a flexible array of options, offered by a world-class selection of Webex partners. Businesses can choose from Mobile Operators, like AT&T Business, to Certified Mobile Calling Providers, such as [CallTower](#).

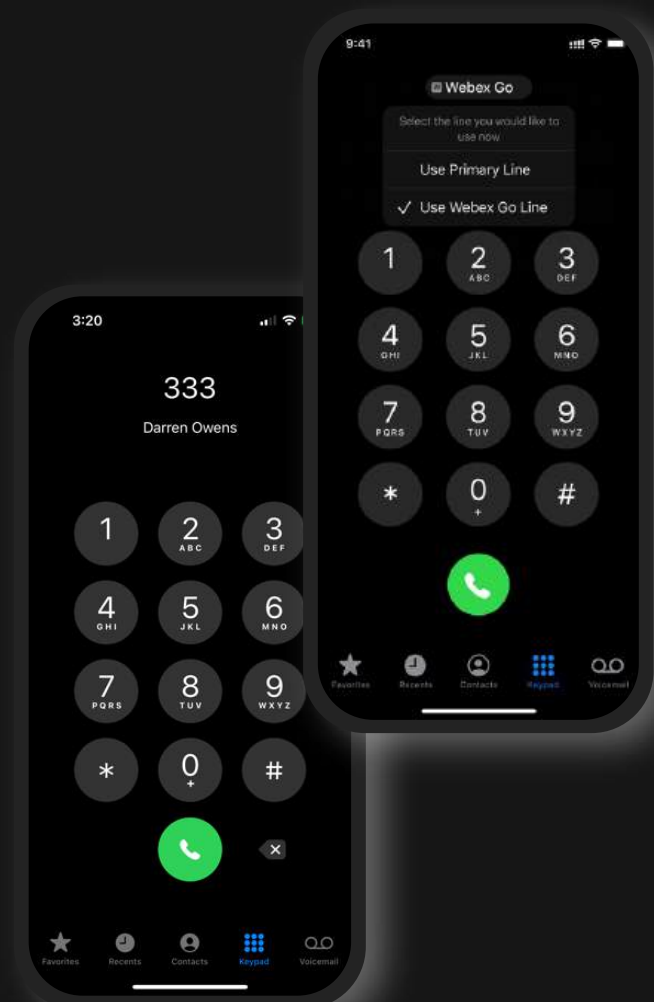
Supported

Going forward, Cisco Calling Plans, Cloud Connect, and Local Gateway will no longer be supported for new Webex Go customers. Customers will now have the option to procure PSTN numbers and wireless voice and data services from Mobile Operator partners or Certified Mobile Calling Providers.

ROI Potential of Webex Go

Adopting remote and hybrid work models with Webex Go presents substantial **return-on-investment opportunities** for businesses. By enhancing productivity through seamless integration with existing systems, Webex Go allows for efficient communication and collaboration, reducing time wasted on technical hitches. The platform's flexibility empowers employees to work from anywhere, leading to higher job satisfaction and retention. Operational costs are significantly reduced as businesses can downsize physical office spaces and related expenses.

This innovative approach fosters increased collaboration and innovation, offering a competitive edge. In the long term, leveraging Webex Go not only boosts financial performance but also positions companies as forward-thinking leaders in their industry.



Conclusion

Webex Go is a pivotal tool in the evolving landscape of hybrid work models, offering businesses the ability to seamlessly integrate with existing mobile systems and significantly enhance communication capabilities. Its recent updates and changes serve to help organizations save money, reduce complexity, and ensure a stronger, more flexible connectivity for their business needs. Its capacity to support flexible work environments ensures that employees can remain productive and connected, whether they are at home, in the office, or on the go.

As businesses seek to increase efficiency, employee satisfaction, and operational cost savings, Webex Go stands out as a strategic solution, positioning companies to thrive as leaders in the modern, dynamic work environment.



Let's Connect