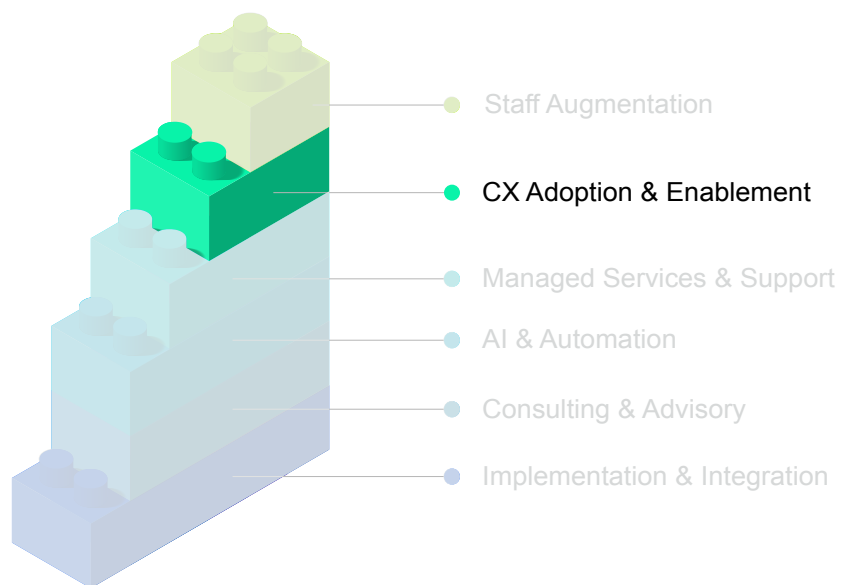


CX Adoption & Enablement

Accelerate adoption, empower your workforce, and maximize the value of your CX investments.

Deploying new technology is only the first step. Success depends on how effectively employees adopt new tools, workflows, and AI-powered capabilities.

CallTower helps organizations bridge the gap between implementation and business value through adoption strategies, workforce enablement, training, coaching, and knowledge transfer that drive lasting behavioral change and long-term success.



Why CX Adoption Matters

Many CX initiatives fail to deliver their full value because employees struggle to adopt new technologies, workflows, and ways of working.

Without a structured adoption strategy, organizations often experience:

- Low platform utilization
- Resistance to change
- Inconsistent processes across teams
- Slower time to value
- Reduced employee confidence
- Limited AI adoption and engagement

Successful adoption requires more than implementation. It requires a strategic approach that aligns people, processes, and technology to drive lasting operational and business outcomes.

What We Help You Achieve



Our Adoption Framework

Assess Readiness

Evaluate workforce readiness, stakeholder requirements, business objectives, and adoption risks to create a tailored adoption strategy aligned with organizational goals.



Enable Your Teams

Prepare administrators, supervisors, agents, workforce management teams, and business users through role-based enablement, knowledge transfer, and change support.



Support Go-Live & Transition

The transition period is critical to adoption success. CallTower provides hands-on support during deployment and launch activities to help employees confidently adopt new systems, workflows, AI capabilities, and operating models while minimizing disruption.



Sustain Adoption & Continuous Improvement

Adoption does not end at go-live. Through coaching, optimization workshops, refresher training, utilization reviews, and ongoing enablement support, we help organizations reinforce new behaviors, increase utilization, and maximize long-term value.



CX Adoption & Enablement Services

● Adoption Strategy & Planning

Develop structured adoption roadmaps that align business objectives, workforce requirements, stakeholder expectations, and technology investments.

● Workforce Readiness Assessments

Develop structured adoption roadmaps that align business objectives, workforce requirements, stakeholder expectations, and technology investments.



Role-Based Training & Enablement

Provide tailored learning experiences for administrators, supervisors, agents, workforce management teams, and business users based on their responsibilities and operational needs.



AI Adoption Services

Help teams successfully adopt and maximize AI-powered capabilities, including:

Virtual Agents

Agent Assist

Conversational AI

Automation Technologies

Workshops & Hands-On Learning

Deliver interactive sessions focused on real-world operational scenarios, workflows, business objectives, and best practices.

Coaching & Knowledge Transfer

Build internal expertise through coaching, train-the-trainer programs, and structured knowledge transfer.



Documentation & Learning Resources

Develop customized resources that support ongoing adoption and continuous learning, including:

User guides

Process documentation

Standard operating procedures

Knowledge base content

Quick-reference materials

Training recordings

FAQs

Best-practice documentation

Go-Live & Transition Support

Provide hands-on guidance during launch activities to help employees navigate change, adapt to new workflows, and confidently adopt new technologies.

Post-Launch Adoption & Optimization

Reinforce platform utilization and user engagement through utilization reviews, refresher training, optimization workshops, coaching, and ongoing enablement initiatives.

Flexible Delivery Models

● Instructor-Led Training

Virtual or onsite sessions delivered by experienced CX consultants and platform specialists.

● One-on-One Coaching

Targeted guidance for administrators, supervisors, platform owners, and business leaders.

● Interactive Workshops

Hands-on learning experiences built around operational use cases and business goals.

● Knowledge Transfer Programs

Structured sessions designed to build internal expertise and long-term organizational self-sufficiency.

Customer Success Story

Utility Industry | 400-Agent Contact Center Migration

case study



Through customized training, knowledge transfer, and hands-on go-live support, CallTower helped a leading utility provider successfully transition to Genesys Cloud while minimizing disruption and preparing teams for long-term success.



CallTower coming on-site made a huge difference. Issues were immediately addressed, they trained our team and during that time, we built and fostered a strong relationship. Face-to-face interactions created an environment for the business to openly discuss concerns and engage in one-on-one conversations. We've maintained constant communication ever since."

- EPCOR

Why CallTower



Simplify Multi-Vendor Communications

Consolidate cloud voice, collaboration, mobility, and customer experience solutions with one experienced global provider.



Proven expertise across leading CCaaS platforms

Deep experience deploying and integrating Genesys, Five9, Webex Contact Center, Zoom Contact Center, CT Contact Center, and Ascend Teams Contact Center.



Consulting-led AI delivery model

Strategy-first approach that aligns AI initiatives to business goals before design and deployment.



End-to-end implementation and lifecycle ownership

From architecture and integration to deployment, optimization, and long-term management.



Advanced integration across your technology ecosystem

Seamless connectivity across UC, CCaaS, CRM, ERP, WFM, and analytics platforms.



In-house AI practice driving real CX outcomes

Dedicated team delivering Virtual Agents, Agent Assist, and agentic AI tailored to real use cases.



Security, governance, and scalability built in

Designed for enterprise environments with compliance, data protection, and operational control.



Flexible engagement model

Available with CallTower licensing or as a standalone professional services engagement.



Global delivery with enterprise-grade execution

Supports complex, multi-region deployments with consistent delivery and minimal disruption.



Turn Technology Into Business Results

Technology investments deliver value when employees embrace new tools, workflows, and AI-powered capabilities. CallTower helps organizations prepare for change, accelerate adoption, and sustain long-term success by supporting employees before, during, and after go-live.

**Ready to accelerate adoption and empower your workforce?
Contact CallTower today.**