



Genesys Cloud CX + CallTower

Smarter contact centers. Simplified delivery. Real results.



CallTower and Genesys have joined forces to transform customer experience with state-of-the-art contact center solutions. Following CallTower's recent acquisition of Inoria, a leader in customer experience consulting/professional services, the partnership leverages Genesys' advanced **cloud-based technology to deliver seamless, scalable, and highly personalized interactions across multiple channels.**

Together, they empower businesses to elevate customer engagement, optimize operations, and achieve impactful results, all while staying ahead of the ever-changing needs of modern consumers. **This collaboration underscores their shared dedication to innovation, efficiency, and redefining exceptional customer experiences.**

Why Genesys Cloud CX?

Genesys Cloud CX is a leading, all-in-one cloud contact center platform that empowers organizations to create seamless, personalized customer experiences across voice, chat, email, and messaging channels.

Key Capabilities:

- ✓ Omnichannel engagement
- ✓ AI-powered automation and self-service
- ✓ Workforce engagement tools
- ✓ Real-time and historical analytics
- ✓ Scalable, secure, cloud-native architecture



Work Better with a Genesys Premier Partner

As a Genesys Premier Partner, CallTower brings over **30 years of experience** deploying, optimizing, and supporting contact centers across North America. Our full-service approach means you get expert guidance throughout your journey—from strategy to migration, implementation, and beyond.

Our Comprehensive Approach

Strategy

Maximize the value of your Genesys investment with a clear roadmap aligned to your business goals.

Personalization

A customized solution designed around your unique environment and customer needs.

Migration

Smooth, cost-effective transitions to Genesys that minimize disruption and accelerate time to value.

Configuration & Implementation

Expert management ensures your Genesys Cloud platform is deployed right, the first time.

Training & Support

Empowering your teams with tailored training and responsive, bilingual support options.

Maximize ROI

Continuous partnership focused on optimizing performance and maximizing return on investment.

Why Partner with CallTower?



30+ years of contact center experience



Hundreds of Genesys Cloud deployments completed



North American-based bilingual delivery and support teams



Support for 150+ active Genesys customers



In-house expertise—no third-party handoffs



Awarded Genesys Partner of the Year 2025 (High Growth), 2024 Genesys North America Canada Partner of the Year, Mid-Size Partner of the Year 2026



Client Success Stories:

Epcor Case Study

Genesys Case Study

Beyond Contact Center: Unified Communications + Voice Services

CallTower enhances Genesys Cloud CX with a broader portfolio of integrated communications solutions:

Global PSTN and voice services

**Microsoft Teams, Webex Calling and
Zoom Phone integration**

**Unified Communications as a Service
(UCaaS) + CCaaS under one roof**

**24/7/365 Tier 1 support
with enterprise-grade SLAs**

**Let's build a future-ready
contact center—together.**

Trusted by organizations
across North America

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Let's Connect