



Professional Services for CCaaS, CX & AI

End-to-end consulting, implementation, and optimization services for contact center, customer experience, and AI environments.

CallTower Professional Services help organizations design, deploy, integrate, and continuously improve CX environments across CCaaS, AI, and unified communications.

> We support every stage of your CX lifecycle:

- Selecting the right platform
- Designing your CX architecture and integrations
- Deploying and integrating your environment across CCaaS, UCaaS, CRM, and AI
- Migrating from legacy systems
- Optimizing performance and operations
- Scaling with AI and automation
- Supporting ongoing operations

> Platforms We Support



Genesys Cloud CX | Five9 | Webex Contact Center | Zoom Contact Center | CT Contact Center
Ascend Teams Contact Center | Parloa | Emite | Aspect

> What We Deliver

1. Implementation & Integration

Deploy and integrate CX platforms across your technology ecosystem.

Available as a standalone service or alongside CallTower licensing.

Platform Design & Architecture

- Solution architecture for CCaaS environments
- Configuration of routing, channels, and system structure
- Interaction flows and automation logic
- AI-ready architecture designed for scalability

Implementation & Migration

- New platform deployment or transformation of existing environments
- Migration from legacy or on-prem systems to cloud
- Tenant, production, test, and development environment setup

Platform Integration

- CRM and ERP integrations (Salesforce, Dynamics, SAP)
- UCaaS integration (Microsoft Teams, Zoom, Webex)
- Virtual Agents, Agent Assist, and AI integrations
- Analytics, reporting, and dashboard integration
- Workforce Management solutions
- Third-party and custom integrations

Telephony & Connectivity

- Telephony and PSTN configuration
- Number provisioning and carrier connectivity

Data Continuity

- Maintain access to historical data, recordings, and reporting following migration with CT Recording Portal

Security & Compliance

- PCI-DSS compliant payment handling across channels
- Secure processing of sensitive customer data



2. Consulting & Advisory

Define CX strategy, platform selection, and architecture aligned to business goals and long-term scalability.

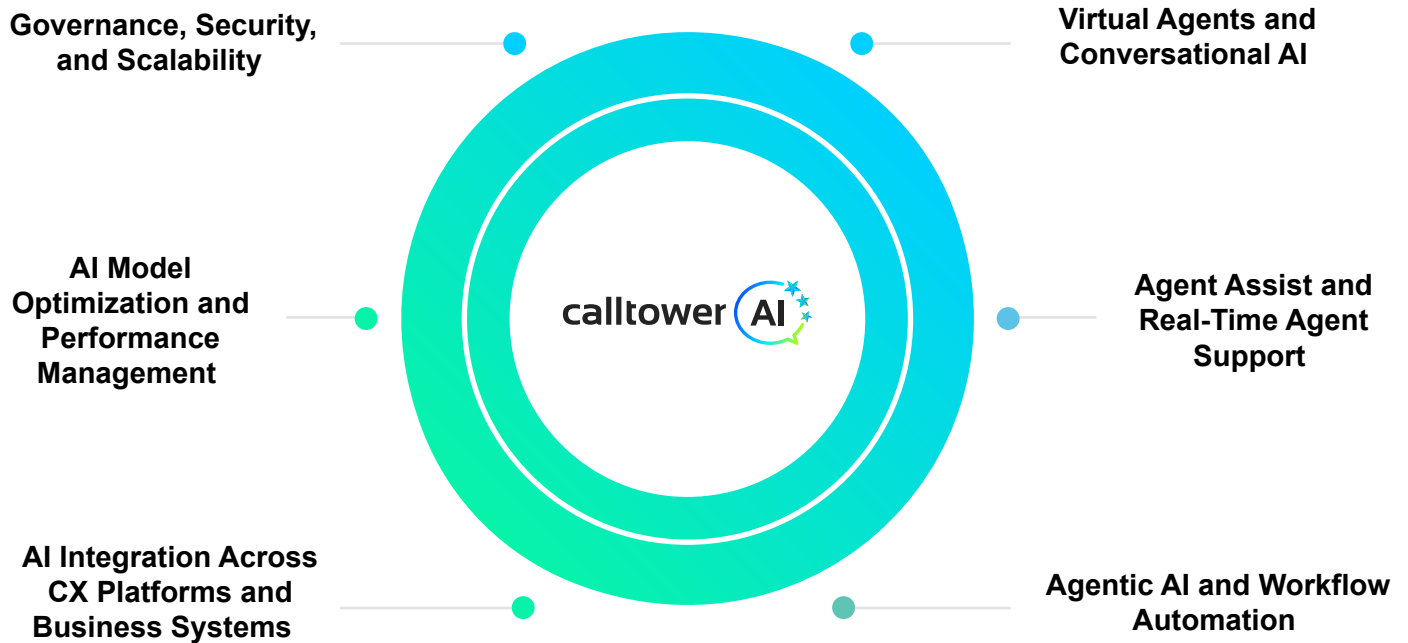
Typically delivered before or alongside implementation for complex environments.

Services Include:

Industry-Focused Consulting	CX strategy aligned to regulatory and operational requirements across financial services, insurance, government, municipalities, retail, and more.
CX Strategy and Lifecycle Support	<ul style="list-style-type: none">• Planning new contact center or CX initiatives• Platform, vendor, and AI evaluation• Supporting implementation with additional expertise• Post-deployment optimization• Identifying gaps, risks, and improvement opportunities
Discovery and Requirements Definition	<ul style="list-style-type: none">• CX and contact center discovery workshops• Business goals, workflows, and use case definition• Functional, technical, and operational requirements documentation
Workforce Optimization Consulting	<ul style="list-style-type: none">• Forecasting, scheduling, and real-time adherence• Automated scheduling and self-service tools• Performance optimization and continuous improvement• Manager visibility and reporting
Digital Transformation Consulting	<ul style="list-style-type: none">• Cloud migration strategy and readiness assessment• Omnichannel engagement (voice and digital)• AI adoption including Virtual Agents and Agent Assist• Integration strategy across CRM, UCaaS, and business systems• Platform and vendor evaluation, including RFP support
Customer Experience Consulting	<ul style="list-style-type: none">• Customer journey mapping and interaction design• CX strategy aligned to business and operational goals• Optimization across FCR, NPS, and CSAT• Omnichannel experience design• Data-driven CX performance strategy
Audit and Benchmarking	<ul style="list-style-type: none">• Operational and workforce assessments• Technology and performance audits• Benchmarking against industry standards• Identification of inefficiencies, risks, and gaps• Data-driven recommendations and roadmap

3. AI & Automation

Design and implement Virtual Agents, Agent Assist, and Agentic AI using a consulting-led, full lifecycle approach powered by our in-house CallTower AI practice.



> How We Deliver

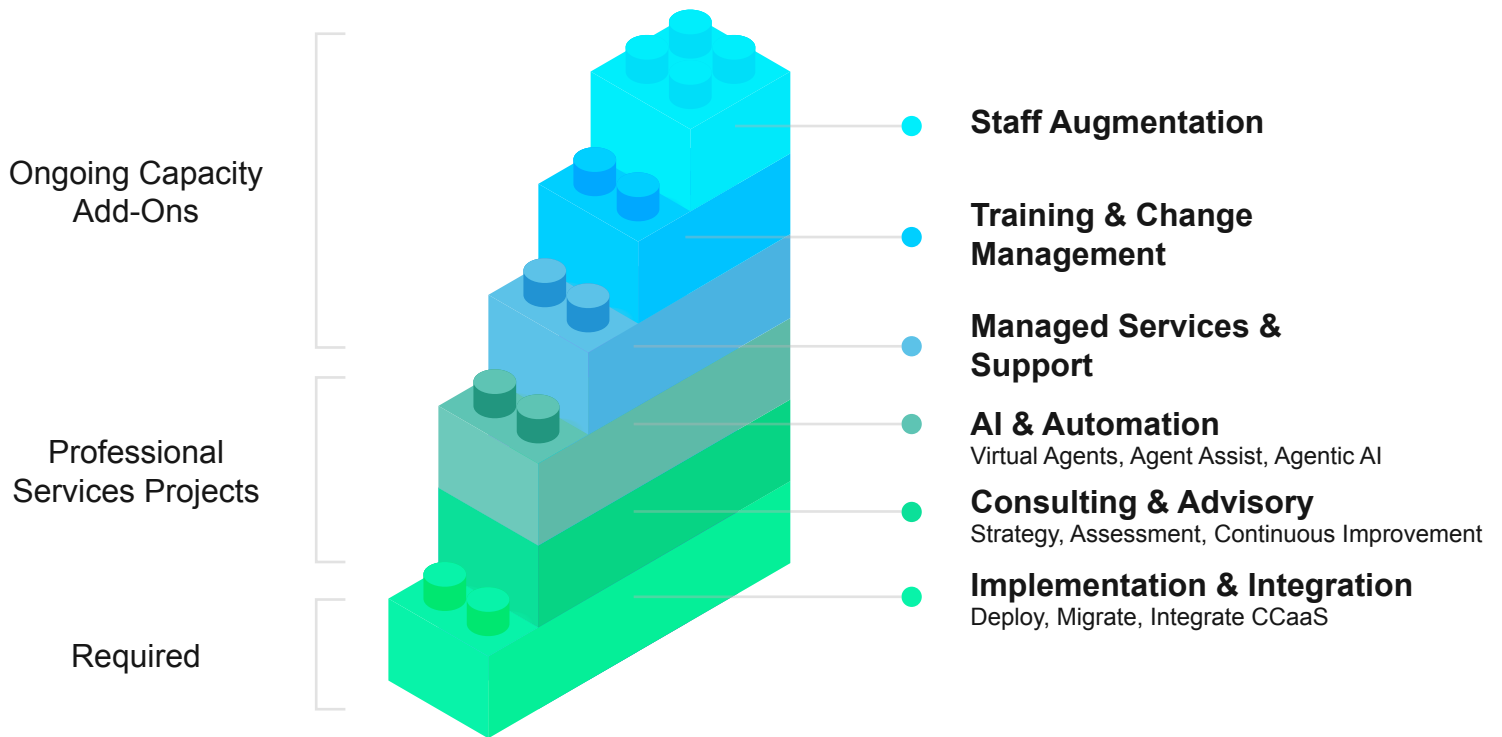
Structured, lifecycle-driven approach

CallTower supports the full CX lifecycle through a connected services model:



Organizations can start with a single service or combine multiple services as needs evolve.

Our Service Areas



Engagement Flexibility

- Available as standalone services or combined engagements
- Delivered across North America, EMEA, and global environments
- Supports complex, regulated, and multi-platform CX ecosystems
- Designed for project-based and ongoing operational models

Common Engagements

- Legacy contact center migrations
- AI and automation initiatives
- Microsoft Teams + CCaaS integration
- CRM and workflow integration projects
- Multi-location and global deployments
- Operational optimization initiatives
- Temporary staffing and resource gaps
- Post-deployment support and adoption

> The CallTower Advantage

Why Partners Choose CallTower for Professional Services:



Proven expertise across leading CCaaS platforms – Deep experience deploying and integrating Genesys, Five9, Zoom Contact Center, Webex Contact Center, CT Contact Center, and Ascend Teams Contact Center.



End-to-end implementation and migration capabilities – From architecture and design to deployment, migration, and optimization across cloud and legacy environments.



Advanced integration across your technology ecosystem – Seamless integration with CRM, Enterprise Resource Planning (ERP), UC, Workforce Management (WFM), analytics, and business systems to ensure a fully connected contact center.



In-house AI practice driving real CX outcomes – Dedicated CallTower AI team delivering Virtual Agents, Agent Assist, and agentic AI tailored to your environment and use cases.



Security and compliance built into every deployment – Designed to meet enterprise security requirements, including data protection, regulatory alignment, and secure system integration.



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



Global delivery with enterprise-grade execution – Supports complex, multi-global-region, multi-location, multi-vendor deployments with consistent delivery and minimal disruption.

Client Success Stories



CCaaS Implementation

“ When EPCOR needed to move off a legacy contact center platform, CallTower delivered a seamless migration to Genesys Cloud CX. With minimal disruption and full integration, the utility provider improved operational efficiency and customer service—without missing a beat.

[Read the Story >](#)

Insurance Leader

CAI Automation

“ A leading insurance provider partnered with Inoria to automate claims tasks using intelligent voicebots. The result? Faster response times, reduced manual workload for agents, and a better customer journey during stressful moments.

[Read the Story >](#)

Ready to Start?

[Let's Connect](#)