

Modern Contact Centers Made Easy

AudioCodes Voca and Live CX AI Solutions



Taylor Anderson
NA Director, Channel Sales



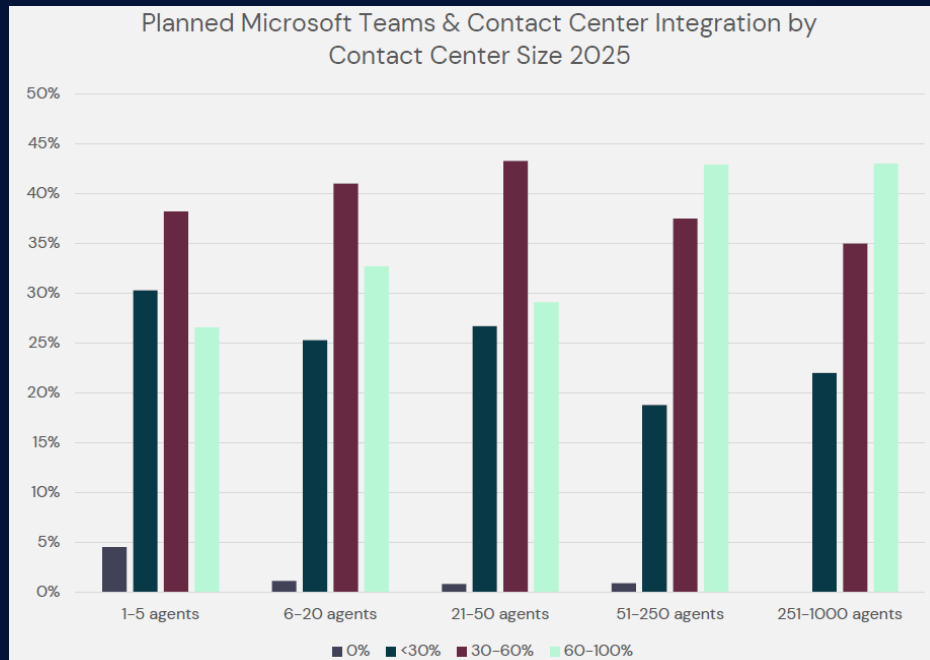
Current UC and Contact Center Market Trends

3 key Predictions for UC&C and CC in 2025:

- UCaaS + CCaaS bundles are increasingly popular
- Siloed tech stacks hurt customer and employee experiences
- Consolidated tech stacks simplify IT management & reduce spend



This is particularly true with Teams Customers



Businesses of all sizes are seeking solutions that integrate Teams calling and Contact Center

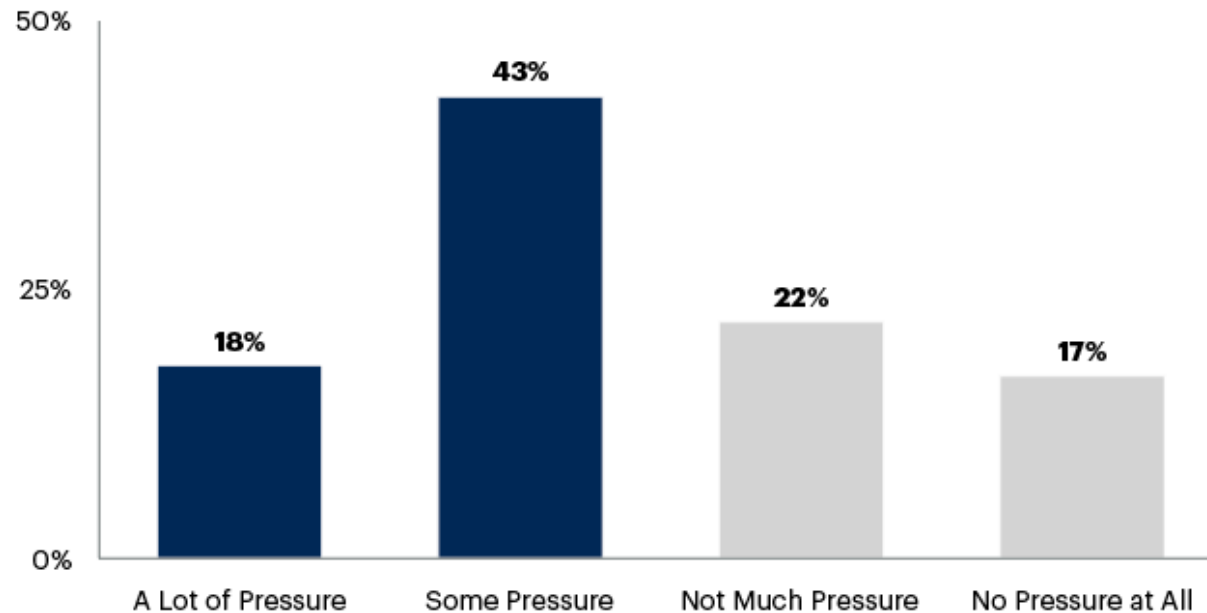
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Customer Experience
Enterprise Report

Q1 2025

Pressures facing Contact Center Managers to adopt GenAI

Customer Service and Support Leaders Feel Pressure From Other Leaders in Their Enterprise to Adopt GenAI

Percentage of Respondents



n = 167

Q. Please indicate how much pressure you feel from each of the following groups to adopt generative AI in your organization: Other leaders in my enterprise.

Source: 2024 Gartner Customer Service and Support Priorities Survey

Note: "Don't know" responses not shown.

803450_C

Gartner

What we're solving for:

1. A consolidated vendor with leading solutions integrating UCaaS and CCaaS
2. A solution that seamlessly integrates Teams Calling and Contact Center
3. A cutting-edge Teams calling and Contact Center platform that easily incorporates AI to improve CX

Gartner

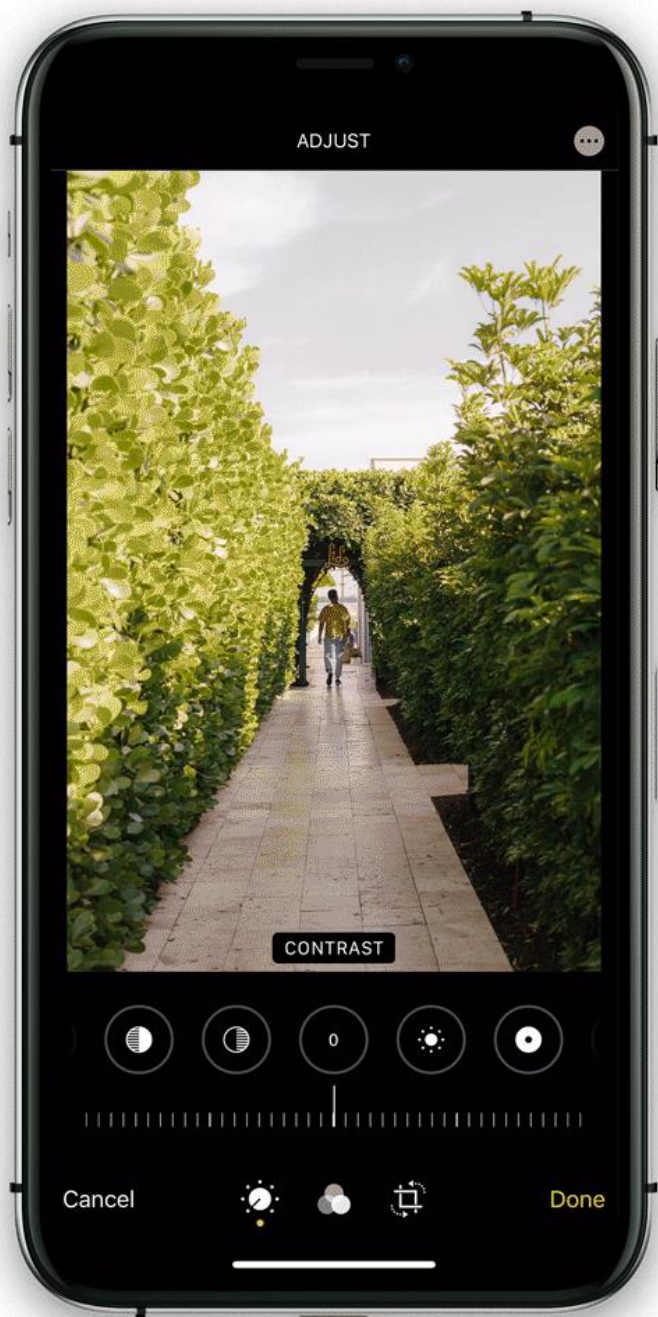
Innovation Insight: Generative AI Chatbot to Improve CX and Agent Productivity

23 April 2024

A man with dark hair and glasses, wearing a dark blazer over a white button-down shirt, is seated on a yellow sofa. He is looking slightly to his left. The background is a blurred restaurant interior with warm lighting, tables with white cloths, and other patrons.

Mahendra Sekaran
Corporate Vice President, Microsoft Teams





Life before UC/CC consolidation

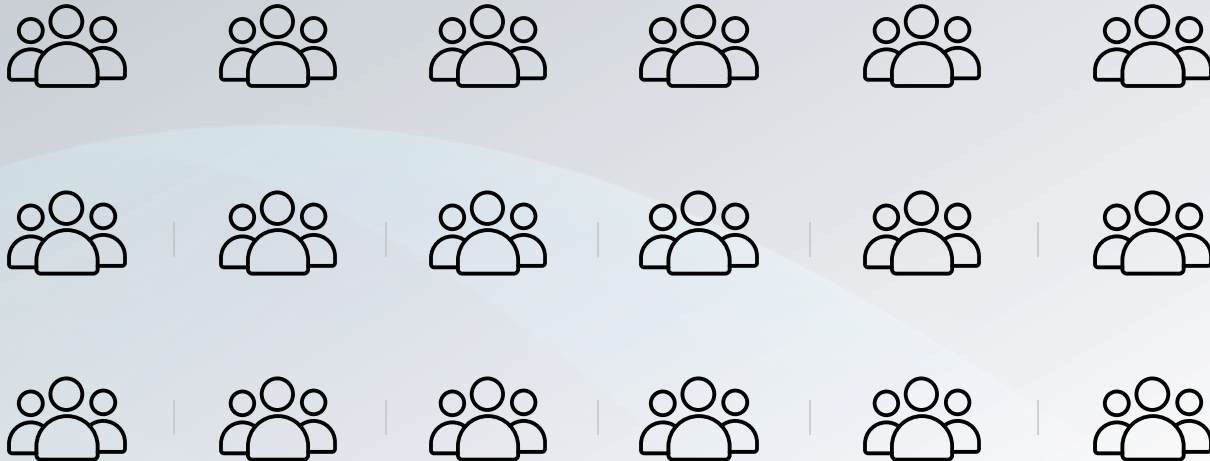
Entire organization

PBX users



Employees (non-agents)

Features: Hunt groups, blind/consultative transfer, voicemail

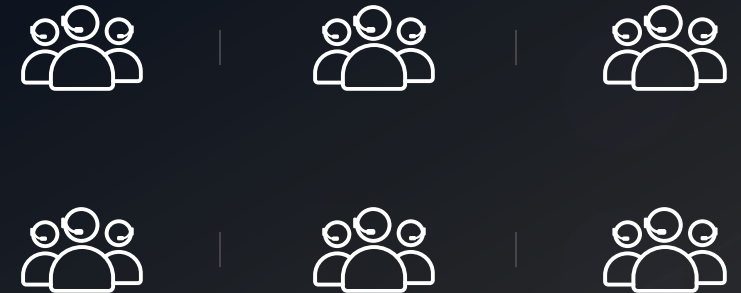


Contact center users



Agents

Features: IVR, Skill-based routing, Call Queuing, After-hour Call Handling, Agent Desktop, Reporting



Life after UC/CC consolidation...with Microsoft Teams

Entire organization

UCaaS + CCaaS users



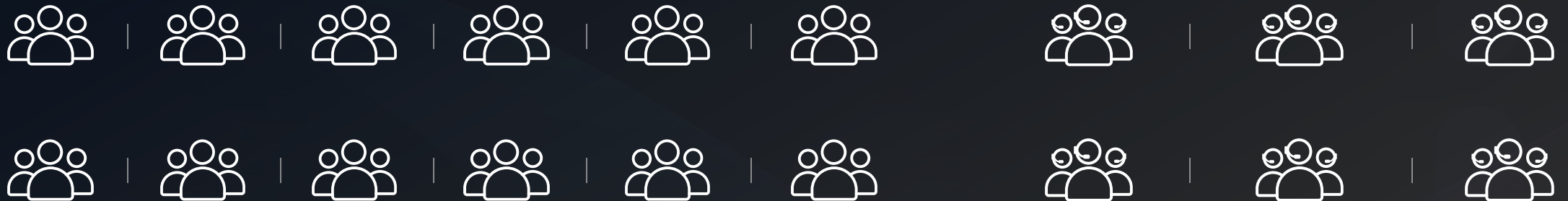
Employees in UC
(EX)



Agents in CC
(CX)



Features: IVR, Skill-based routing, Call Queuing, After-hour Call Handling, Agent Desktop, Reporting





AudioCodes Voca – A unique contact center offering

Based on Teams Phone Extensibility/Unify Model



**Azure-native Teams Phone
with 99.999% voice uptime**

Microsoft Cognitive Services included



AI Ready Day 1
Built-in Conversational AI

Unlimited # of agents



**Usage-based
commercial model**

Multi-tenant solution



Fast Deployment & Scalability
Spin up a contact center in less than a day

Only Teams Phone + CCaaS managed service provider worldwide

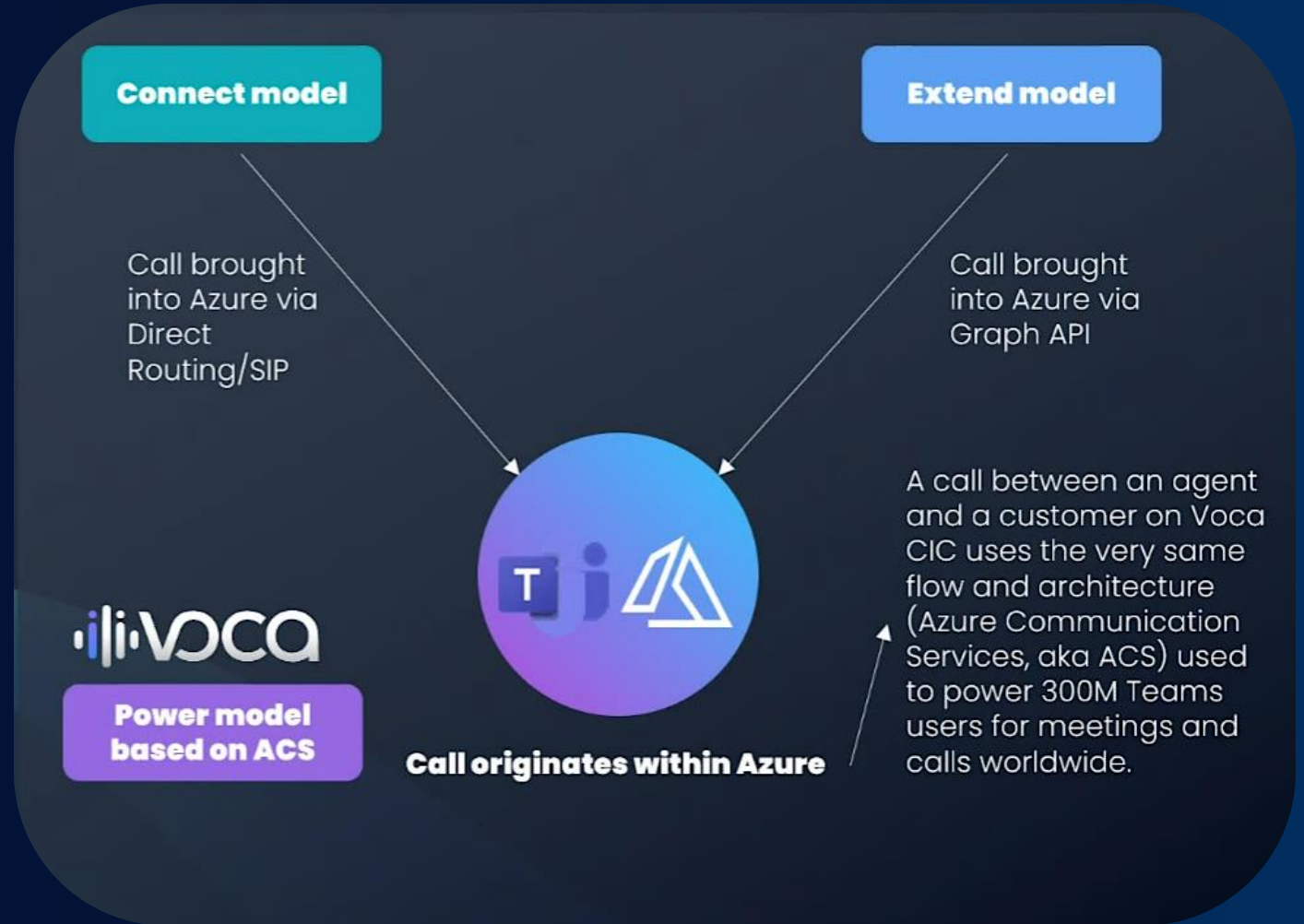


**Complete Calling & Contact Center for
Microsoft Teams**
from AudioCodes

Understanding the Unify Model for connecting to Teams

Only Voca from AudioCodes integrates with Microsoft Teams via the Unify Model.

- Voca is the only certified Microsoft Contact Center solution using the next-generation Unify Model
- Best in class uptime as not external SIP or API connections are required
- Collectively, AudioCodes Voca customers experienced **zero (0) minutes** of downtime in 2024
- Truly native Teams voice so all call controls leverage the Microsoft Teams platform
- Calls traverse the same Azure infrastructure and transport paths as other Teams calls
- Easily integrate the Voca worker or supervisor app directly in the user's Teams client



Conversational Voice AI with Voca CIC

- Multi-language Conversational Interface
- Natural Language Understanding
- Unique Support For Custom Vocabulary (Names, Locations & Products)
- Optimization Using Keywords & Recordings
- Intuitive caller experience
- Infinite IVR destinations
- 1-hit instant interaction



➔ **Call Hunting Across User Phone Devices**

➔ **Built-in Voicemail & Notifications**

➔ **Auto Sync Company Address Book**

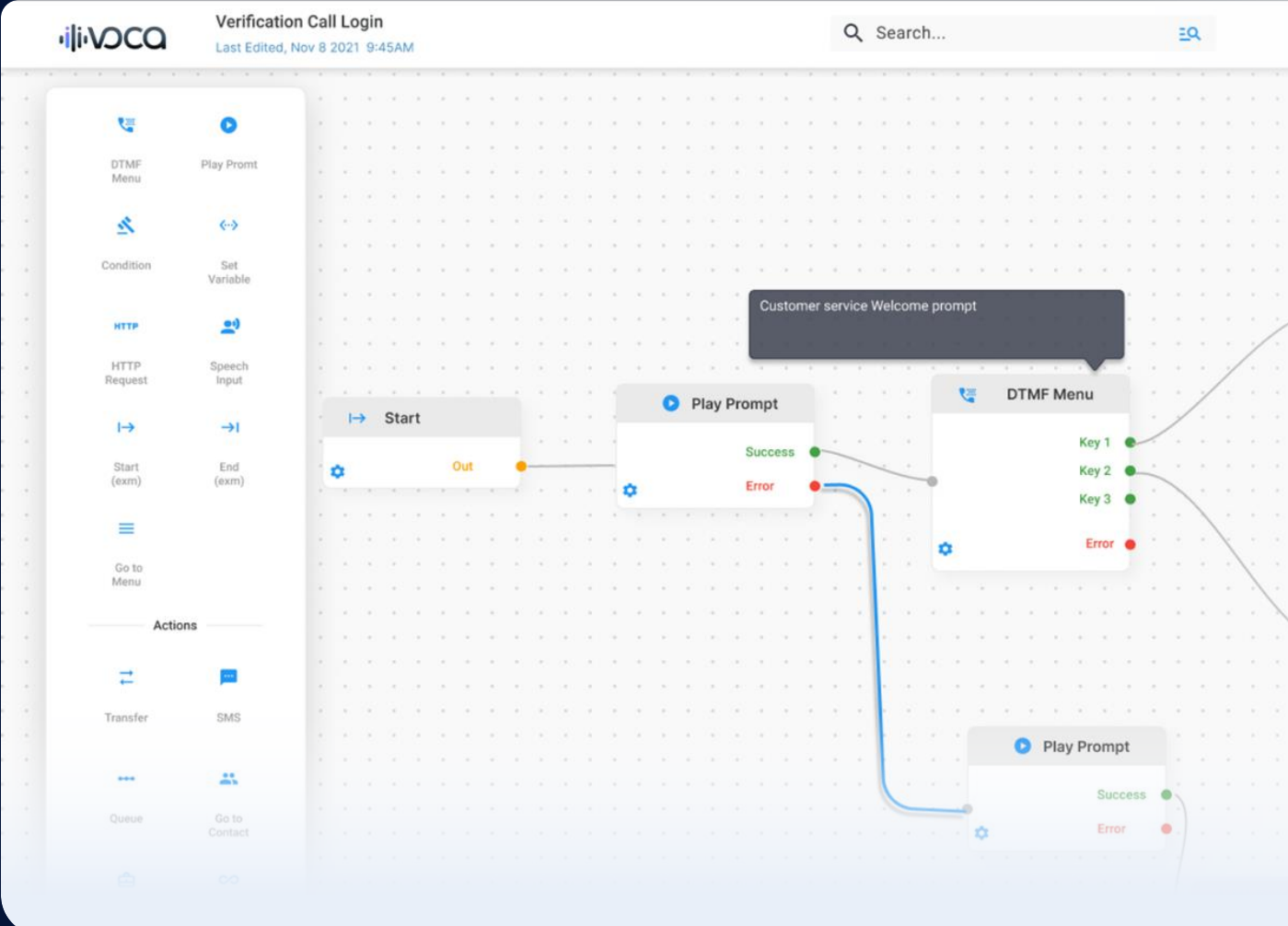
➔ **Instantly Reach Workers & Departments**

English US	Deutsch (German)	Español (multi-dialect)	English UK	English AU	Français	Nederlands
Italiano	Русский (Russian)	Português (Brazil)	汉语 (Chinese Mandarin)	हिन्दी (Hindi)	日本語 (Japanese)	עברית (Hebrew)

Cost flexibility vs. a traditional agent model

- Most contact centers are licensed by the agent
- This can lead to excessive costs to license individual users who may or may not be in queue at any given time
- Contact Center Managers must plan for the *highest possible volume of users* when licensing the contact center
- Voca is priced by call path and not by agent
- This means that Voca natively supports unlimited users, supervisors, queues, and tenants
- Contact Center Managers can plan their licensing around *call volume* for the contact center, not agents
- This also makes it extremely easy to provide any organizational user with Contact Center functionality

Visual Flow Designer and unlimited tenants for ease of deployment



The screenshot displays the Voca Visual Flow Designer interface for a 'Verification Call Login' workflow. The interface includes a left sidebar with various action blocks categorized into 'DTMF Menu', 'Condition', 'HTTP', 'Start (exm)', 'End (exm)', 'Go to Menu', and 'Actions'. The main workspace shows a flow starting with a 'Start' block, followed by a 'Play Prompt' block (labeled 'Customer service Welcome prompt'), then a 'DTMF Menu' block with three keys (Key 1, Key 2, Key 3) and an 'Error' path. The flow continues to another 'Play Prompt' block. The interface also features a search bar at the top and a 'Last Edited' timestamp.

Built-in Conversational AI

- Free speech
- Keyword-based
- Pre-built speech entities for digits, alphanumeric strings and dates
- Dynamic Text-to-speech

CRM and DB integration

Conditional logic

Actionable routing to contacts, departments, queues, voicemail and SMS

AudioCodes Live

Complete Calling and Contact Center for Teams



AudioCodes has a unique position as a leading enterprise vendor in the Microsoft Teams arena

Single Vendor
Offering for Teams
Calling and
Contact Center

Native Voice
Integration with
AudioCodes-native
Voice capabilities

Superior Service
and Support
Knowledge



"AudioCodes has the widest range of Microsoft-certified solutions. They have certified SBCs, Phones, MTR, Recording and even Contact Center."

- Tom Arbuthnot, Empowering Cloud

THE FUTURE OF VOCQA IS UC & CC + AI

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AudioCodes announces Microsoft Teams Phone extensibility for its AI-first Voca Conversational Interaction Center

Mar 18, 2025

Highlights

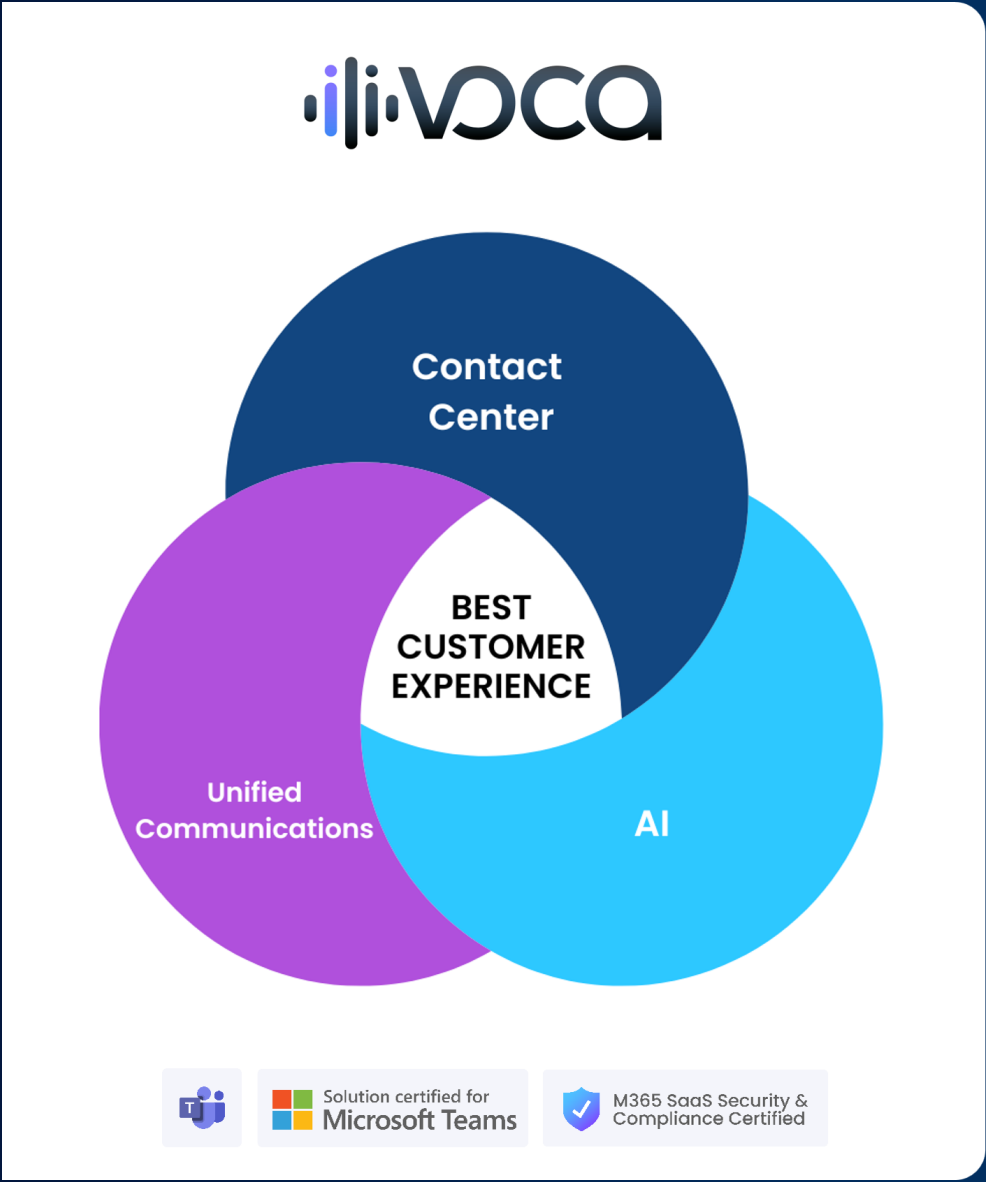
- AudioCodes' Voca Conversational Interaction Center (Voca CIC) now supports the latest, most reliable platform available to Microsoft Teams CCaaS applications: Teams Phone extensibility.
- Voca CIC's new support uses Microsoft's latest platform for standardized provisioning, customer onboarding and day-to-day operations for applications integrated with Microsoft Teams Phone.
- With Teams Phone extensibility, AudioCodes Voca CIC will continue delivering Microsoft Azure AI Services as a built-in offering, coupled with Teams Phone 99.999% uptime.
- Following an earlier collaboration with Teams Phone via Azure Communication Services (ACS), AudioCodes is delighted to be part of the launch announcement at Enterprise Connect 2025 for this newest innovation from Microsoft.
- Voca CIC is part of AudioCodes Live Platform, offering a wide range of Microsoft-certified solutions.

Conversational
IVR & IVA

Agent Insights

Sentiment
Analysis

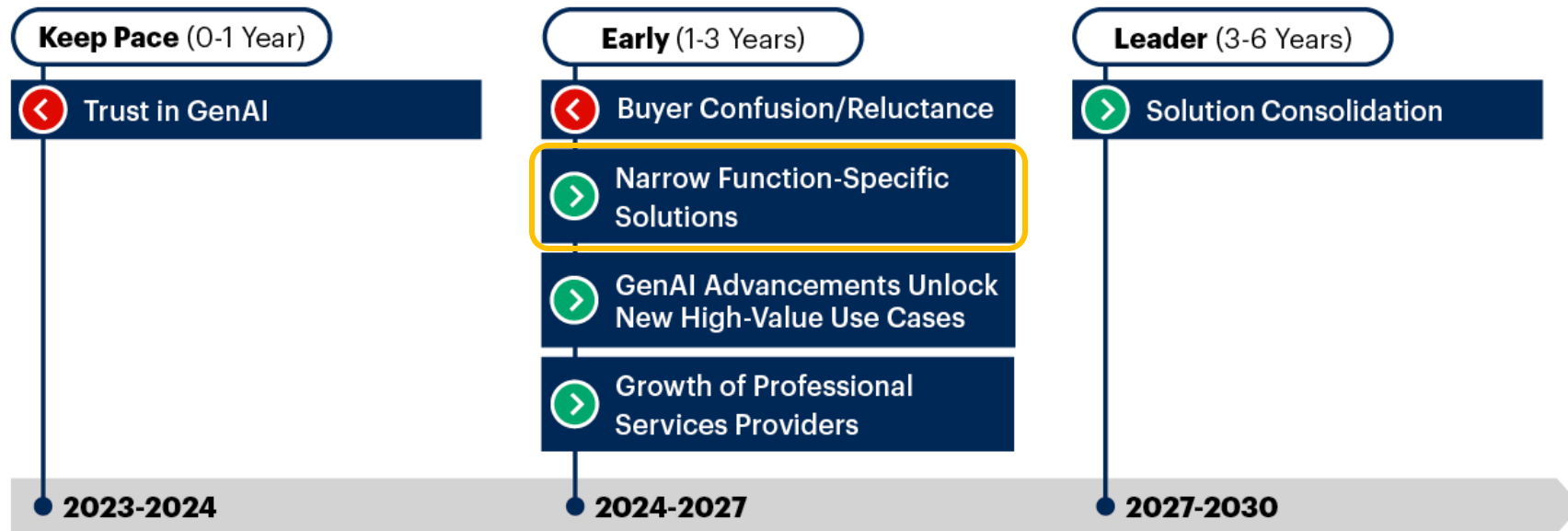
Real-time
Transcription



The Race to AI in CX: How do we move forward?

Risks and Opportunities: GenAI Impact on Conversational AI Software

Key: Outcome (Critical Time Period) ➤ Accelerator ➡ Inhibitor



Source: Gartner

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Gartner

Gartner®

**Emerging Tech: Market
Projection of Generative
AI on Conversational AI**

Gartner | 19 January 2024

Conversational AI: Where to start ?

70%+

of customer interactions
end up on a voice call

*Metrigy - Customer Experience
Transformation

| For most consumers, phone calls are still the preferred channel of choice, especially for:



Complex Service



Time-sensitive issues

Voice Conversational AI Use Cases



Conversational IVR

- Superb user experience
- Flatten hierarchical menus
- Easy to build



Virtual Agent

- Offloads tasks from live agents
- Reduces service costs
- Quick, accurate query resolution



Agent Assistant

- Better & quicker resolution
- Greater agent productivity
- Real-time supervisor notification



Real Time Translation

- Serve customers in their own language
- Easier to hire agents (no language barriers)
- Reduces service costs significantly



Click 2 Call

- Digital First
- Escalate digital channels to Voice
- Replace expensive Toll Free numbers
- Reduce AHT & Improve FCR

Challenges & Complexity of AI Adoption

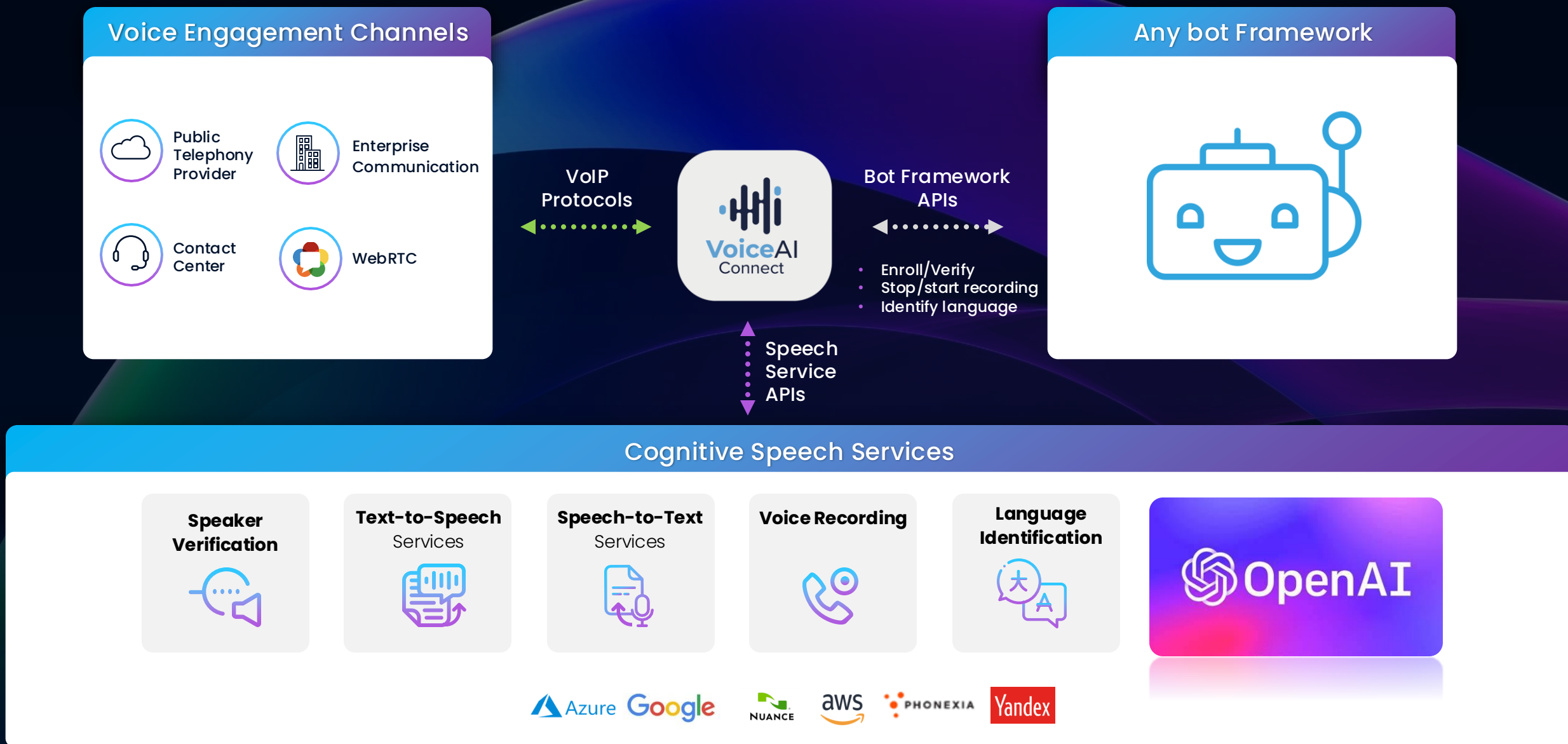
Too many vendors, too many industries,
early players

Fragmented tech stack

Endless AI "Terms"
STT, NLU, GPT, LLM, TTS, etc.



Conversational AI: Best of Breed

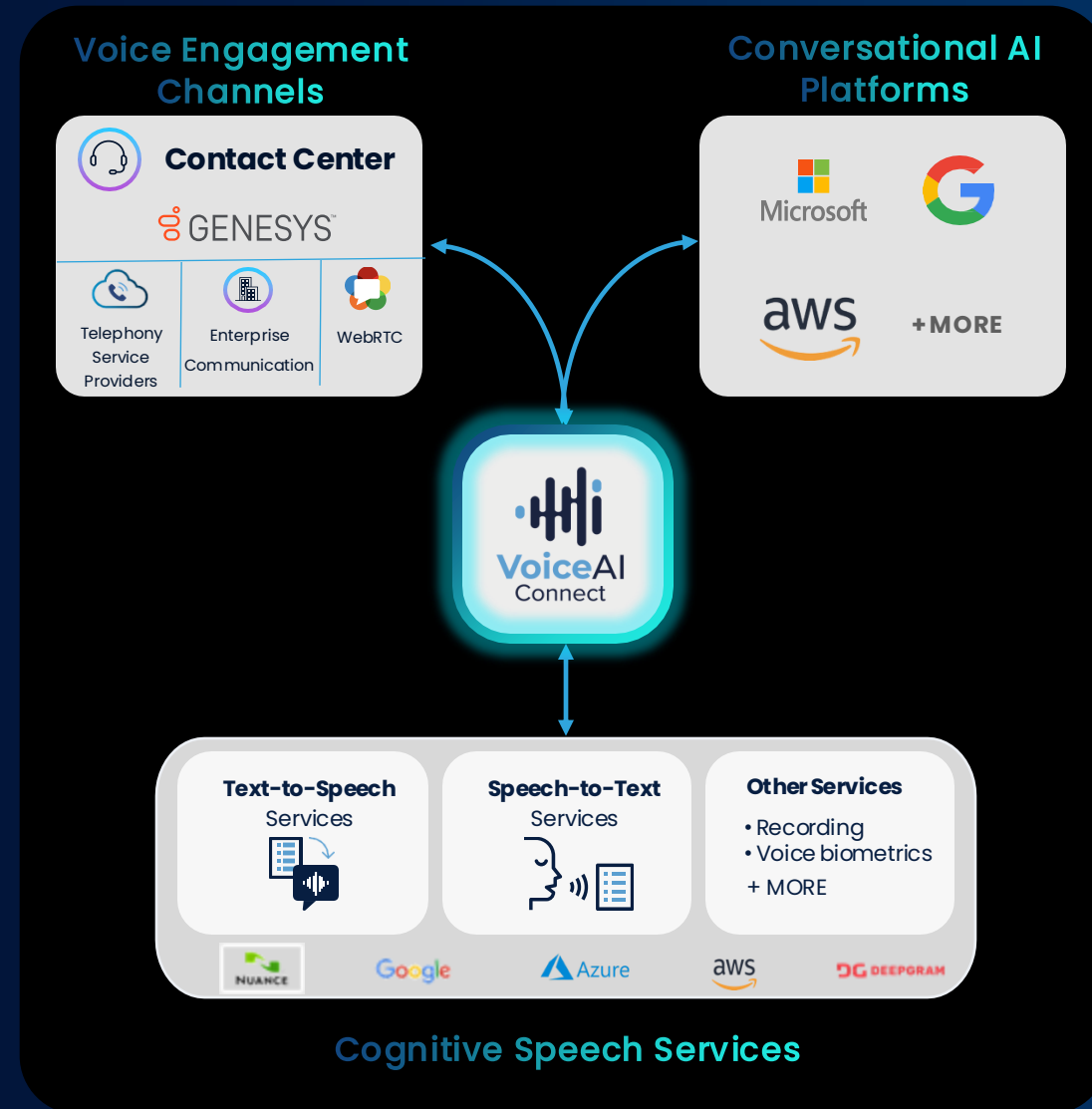


Where does Conversational IVR fit?

“How can I turn my bot into a voice bot and connect it to my voice engagement channels?”

- If you are a bot developer you will find yourself on the right hand of the diagram, writing your bot with one of the bot frameworks you see here
- Most of them are text based, some supply voice APIs in addition to the text ones, you may also find middleware developed by large enterprises AI teams.
- On the left-hand side you have the Voice Engagement Channels. Voice applications know SIP and voice – not bots.

Voice.AI Connect is the orchestration engine allowing you to voice enable your Bot. AudioCodes Voice AI Connect is the solution that allows you to connect ANY Bot framework with ANY Voice Engagement Channel, using different Cognitive Speech Services.



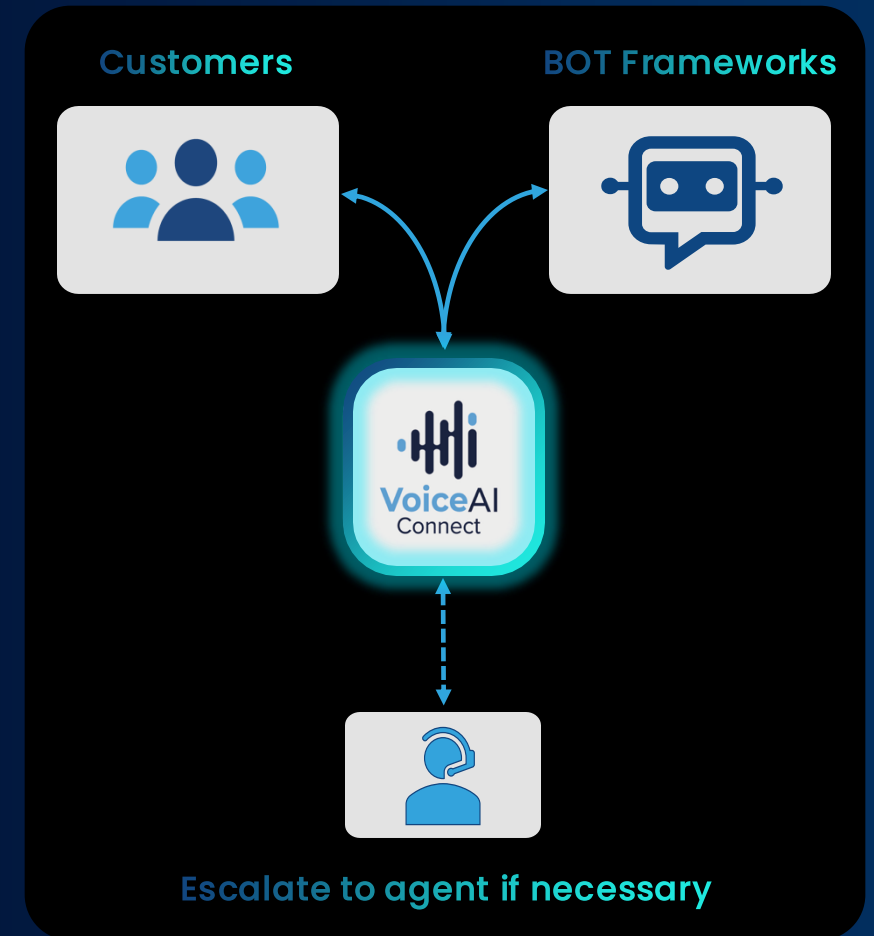
Where does Virtual Agent fit?

“How can I improve my CX and customer satisfaction without hiring and training more agents?”

The real trick with the “AI craze” taking the market by storm is finding ways to make ROI for AI tangible. Virtual agents are a great way to do this. Virtual agents, in a general sense, offer the potential to offload some or all calls to bots instead of physical agents.

The secret ingredient in this flow is [Voice.AI Connect](#). Voice.AI connect acts as the orchestrator between bots – and associated backend databases – and voice interaction with the customer.

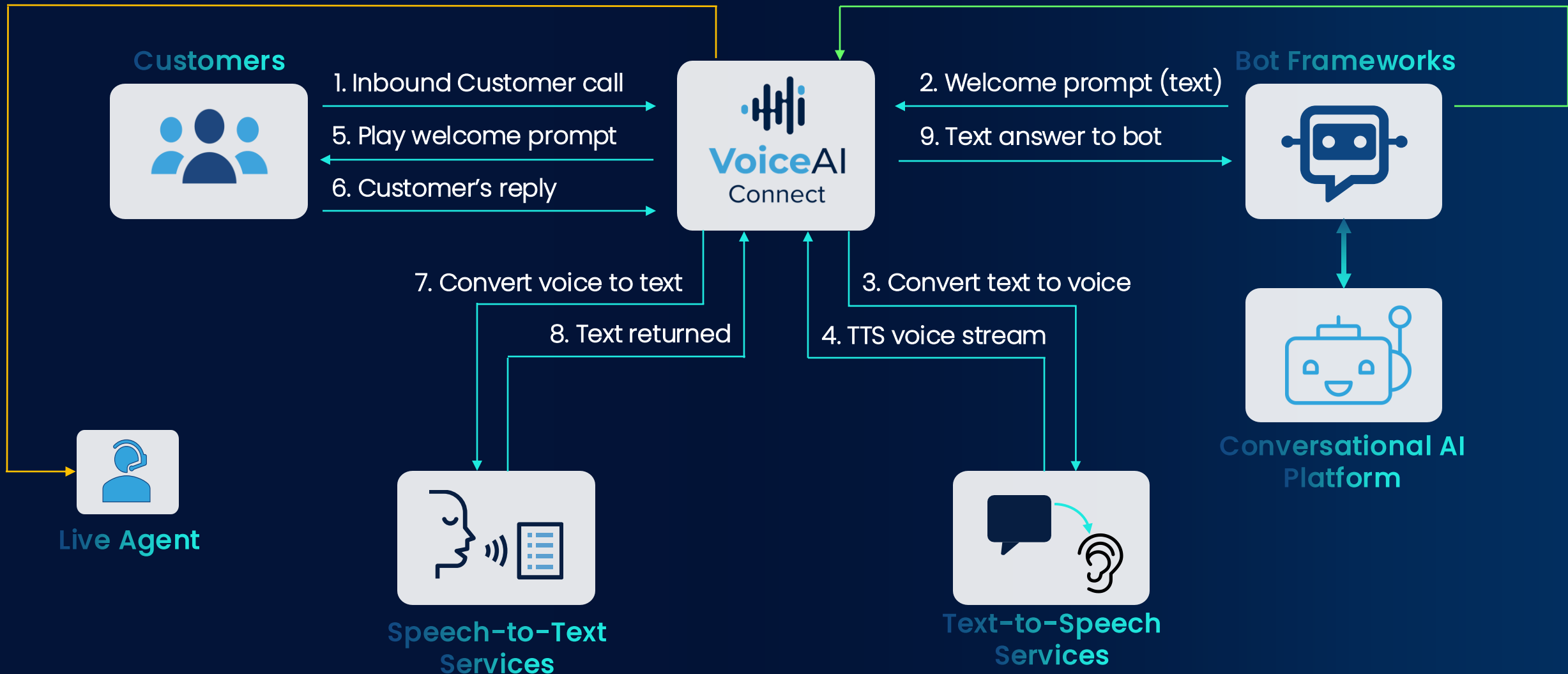
Leverage AI through voice bots to offload inbound call traffic from live agents to reduce cost and wait times.



How Virtual Agents work

11. If needed, Voice.AI Connect can route to live agents

10. The cycle continues as the customer interacts



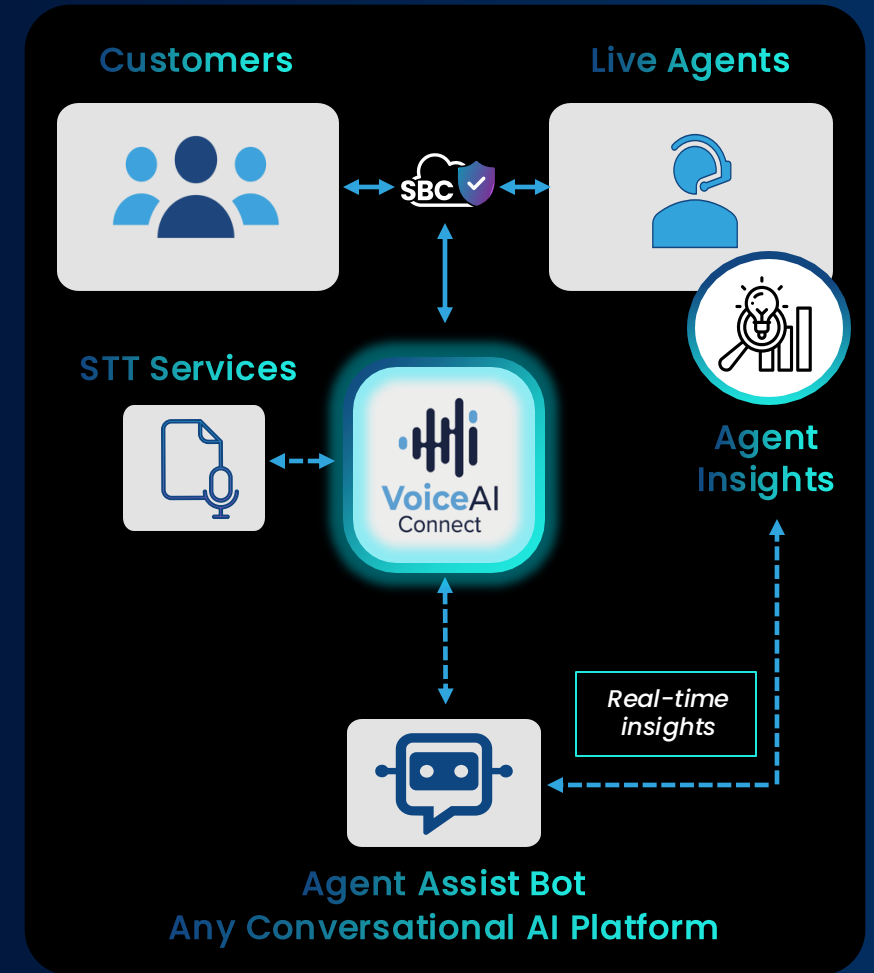
Where does Agent Assist fit?

“How can I improve the quality and responsiveness of my contact center agents?”

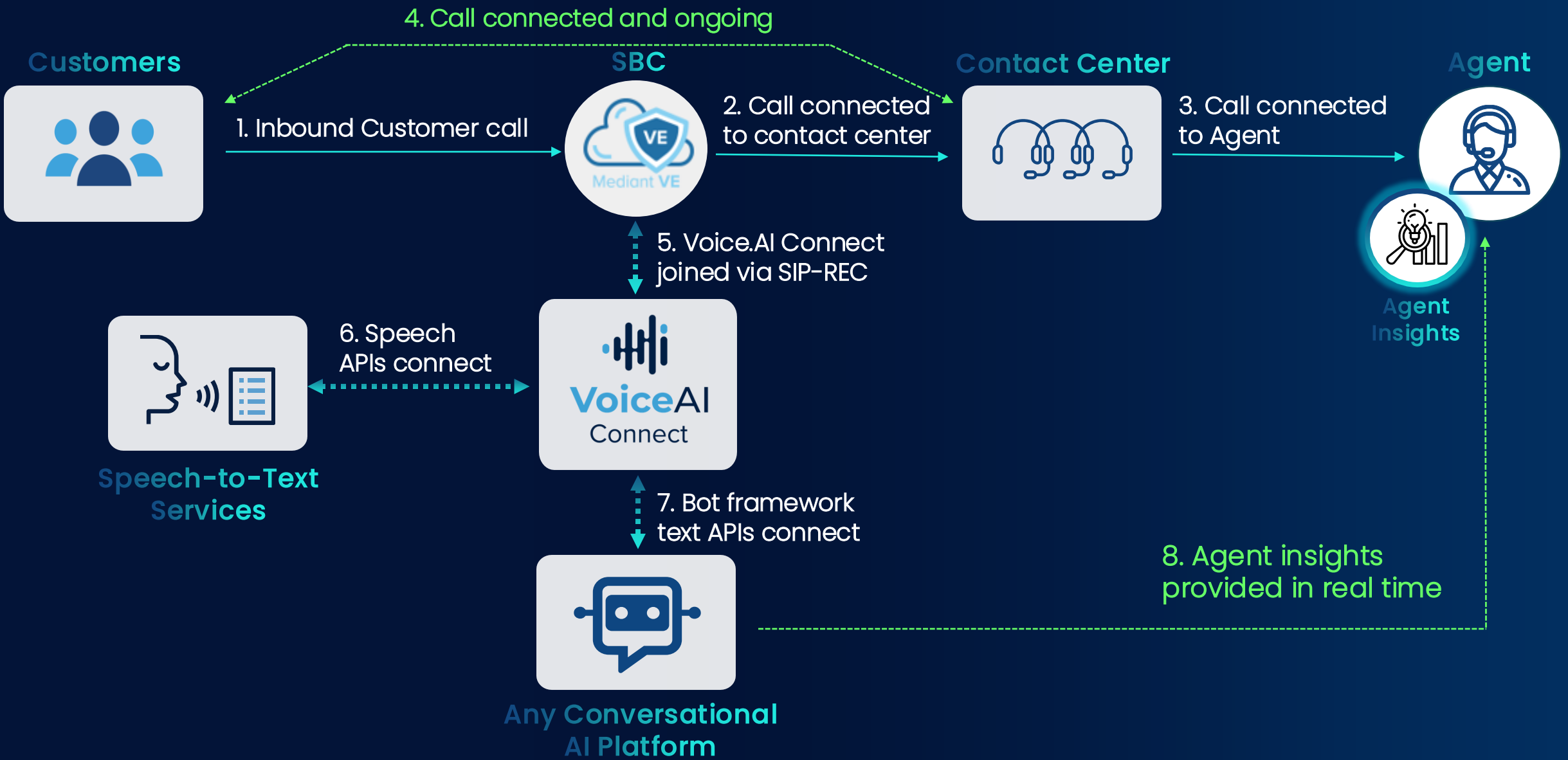
Agent Assist is a great way to use AI through bot frameworks to provide agents with real-time information to help them better serve customers.

The goal here is not to replace agents as we looked at previously with Virtual Agents; instead, the goal here is to use similar technologies to help agents with information to be more effective.

Agent Assist helps customers better equip their live agents to deliver an exceptional CX experience for inbound callers.



How Agent Assist works



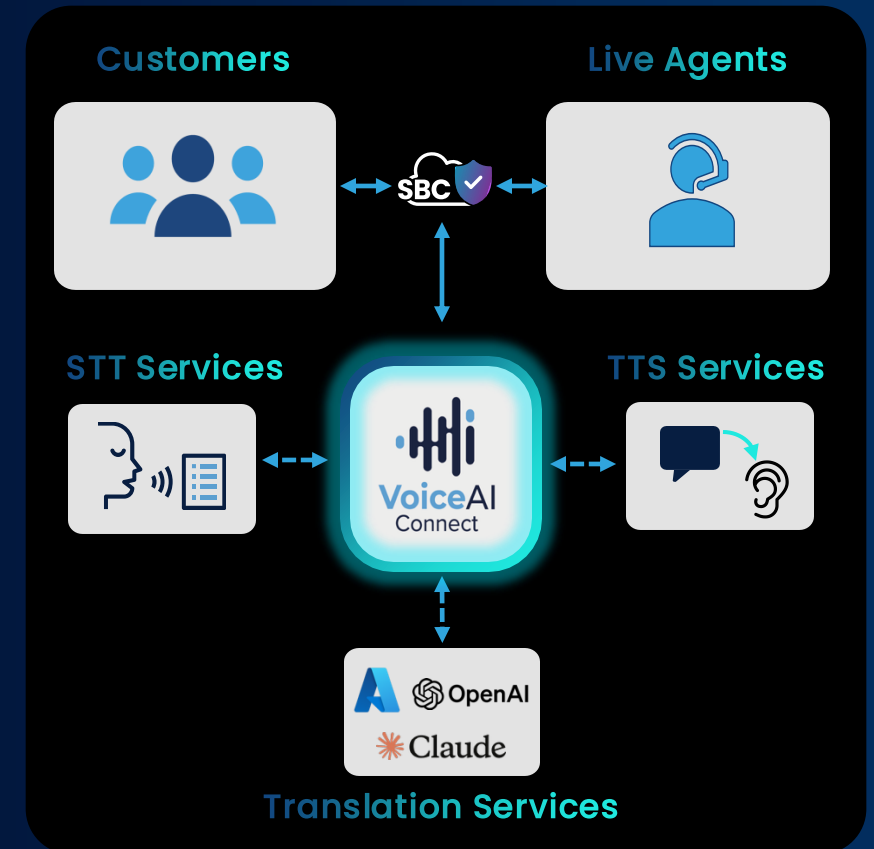
Where does Translation Services fit?

“How can I possibly find and train enough bilingual agents to support all of my customers and regions?”

Multi-lingual agents can be extremely tough for contact center managers, with challenges such as:

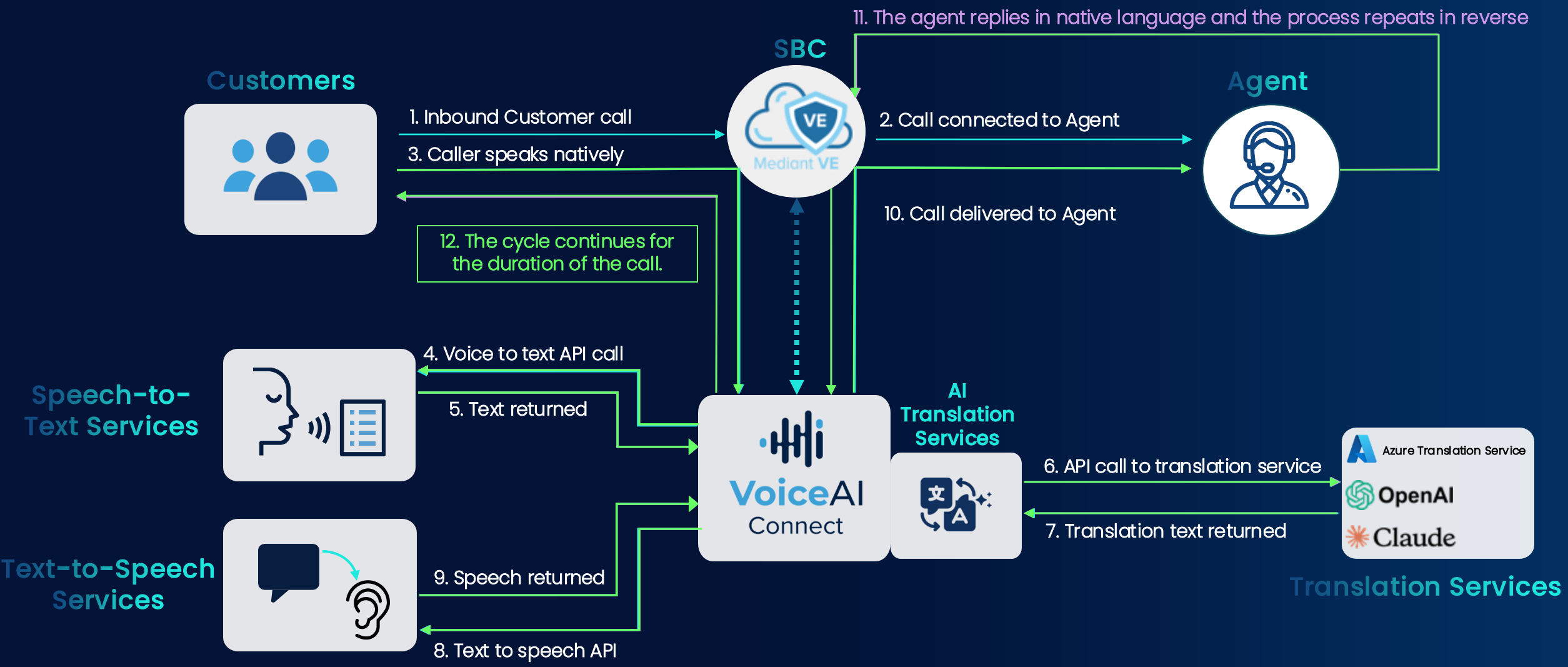
- Higher salary requirements for multi-lingual agents
- Time consuming hiring and training
- Availability; multi-lingual agents may not be 24x7
- Limited language support and longer hold times

AudioCodes' Live CX Real-Time Voice Translation service can be an ideal fit for customers looking to economically support a multi-lingual contact center. Using Voice.AI technologies, AudioCodes integrates with a multitude of different STT and TTS services for optimal, local and real-time language translation during calls for agents.



Make every agent multi-lingual with
Live CX Live Voice Translation Services

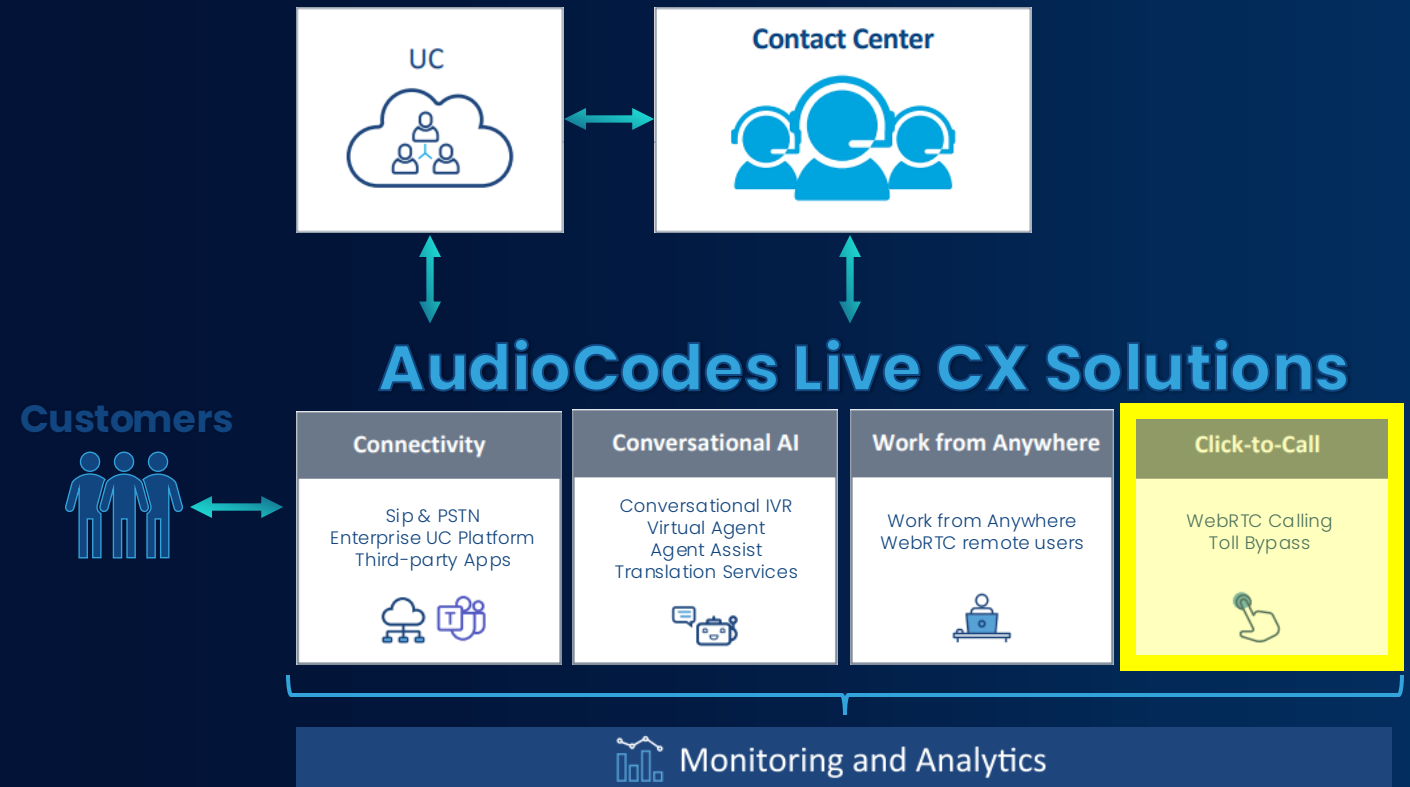
How Real-Time Voice Translation works



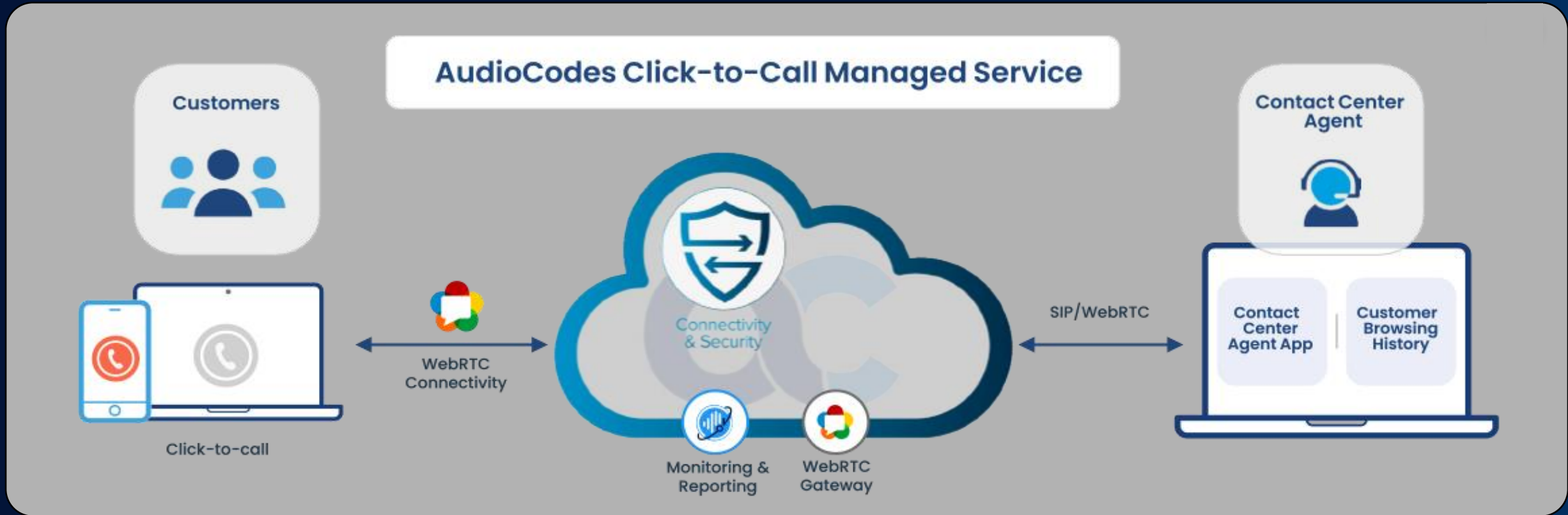
Live CX – WebRTC Click-to-Call

Use WebRTC to:

- Reduce toll costs associated with 800-numbers to agents or users
- Provide a convenient method for customers to reach agents, particularly from mobile devices
- Offer global reach without concerns of local PSTN services
- Provide agents with callers' browsing context for connected calls



Click to Call architecture



Reduced communications bills

Bypass domestic & international toll-free charges



Global reach

Contact an agent easily from any location



Integrated digital journey

Speak to an agent without leaving website/app



Excellent voice quality

Powered by WebRTC technology



Easy deployment

Low-code integration into website/app with open SDK

In summary...

- Contact Center and Voice Platforms continue to merge
- Customers realize AI solutions can optimize interactions, but are leery of complexity and accuracy
- Partners offering **tangible** AI-based solutions in the Contact Center through a limited number of vendors have a **distinct advantage**
- AudioCodes Voca is a unique, Microsoft-certified Contact Center offering to build from
- Coupled with AudioCodes Live for voice services, customers enjoy consolidation of UCaaS and CCaaS platforms
- AudioCodes Voice.AI Connect is the engine driving integration with *any* contact center solution and enhanced GenAI offerings, including:
 - Best-in-Class Conversational IVR
 - Virtual Agents
 - Agent Assistant
 - Real-time Translation for live calls
 - Click-to-Call (WebRTC) solutions
- eGroup and AudioCodes are uniquely positioned to embrace AI to enhance your CX solutions with a consolidated platform!

Thank You!