

# Building the digital workplace

Integrated business communications with CBTS

Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions each offer businesses next-generation tools for modern communications strategies. Implemented together, they become a comprehensive resource for productivity and business insights.

## UCaaS and CCaaS improve...

### Employee experience

- Enhanced hybrid and remote work
- Mobility apps for a consistent experience

### Customer experience

- Intelligent call routing and escalation
- Omnichannel engagement

### Business insights

- Robust data collection and analysis
- Increased opportunities to optimize

### Cost and complexity

- Streamlined infrastructure and operations
- Consolidated, predictable expenses

## Integrated communications enhance the rewards

UCaaS and CCaaS combined fuel a transformative, data-driven approach to business through:

**Unprecedented visibility.** See the detailed flow of internal and external communications and leverage that information to drive performance and root out inefficiencies.

**End-to-end control.** Fine-tune the customer journey and cross-functional internal workflows for maximum productivity.

**Third-party integration.** Build towards a comprehensive business intelligence model by connecting your integrated communications platform with broader organizational data.

**Efficiency.** Minimize hidden costs and boost the effectiveness of technical support with a more streamlined tech ecosystem.

**Innovation.** Empower widespread collaboration and free your in-house technology team to focus on big-picture goals.

# Start your integrated communications transformation with CBTS today.

CBTS partners with industry-leading UCaaS and CCaaS providers to deliver custom communications solutions for your business.

| UCaaS                                  | CCaaS                                                                                  |
|----------------------------------------|----------------------------------------------------------------------------------------|
| Microsoft Teams Voice<br>Webex Calling | CBTS CXsync Cloud Contact Center<br>Webex Contact Center<br>Five9 Cloud Contact Center |

CBTS experts are recognized by industry leaders as skilled integrators and innovative solutions engineers. Find the right provider and design your ideal unified implementation with end-to-end support from CBTS. [Reach out today to get started.](#)

