



A Whitepaper from Mitel

CX in the Age of Intelligence

Why Modern Contact Centers Power Connection, Service, and Continuity



Executive Insight: Experience Is the New Differentiator

Organizations are boldly modernizing their communications systems, but it's not just about uptime anymore. According to Techaisle's latest research, 52% of firms prioritize experience quality as the key reason for communication modernization. In this new era, the contact center isn't just a support channel—it's the nerve center of connection and care, whether serving customers, constituents, or internal teams.

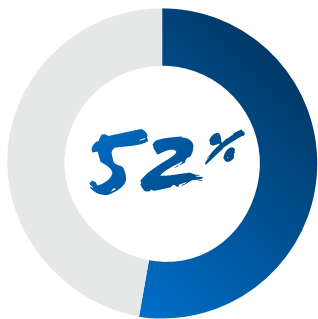
Today's audiences expect more than availability. They want personalization, responsiveness, and thoughtful support. Increasingly, organizations are betting on hybrid communications and AI-powered capabilities to deliver. 48% of organizations now list contact center features as a must-have when selecting a communications platform.

The Experience Modernization Imperative

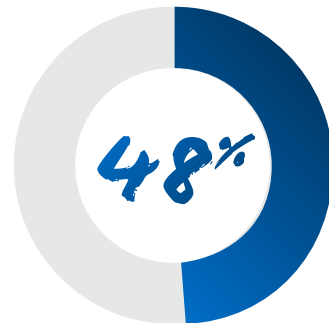
Legacy communication systems are holding organizations back. A staggering **68%** have systems over seven years old, which limits integration, performance, and interaction quality.

The most cited reasons for upgrading include:

- > Improving experience across customers, employees, and constituents



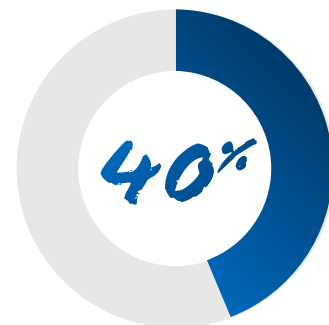
- > Replacing outdated systems



- > Supporting remote/mobile agents and internal teams



- > Bringing in new, differentiated functionality



Enterprise firms, in particular, emphasize engagement more (**54%**) than their midmarket peers (**49%**). Whether externally or internally facing, the pressure to deliver frictionless, personalized, and insight-driven care is only intensifying.

Resources:

1. The Hybrid and AI Revolution in Business Communications:
What it Means to You. TechAisle. 2025

The Hybrid Imperative: Control Meets Agility

Hybrid communication systems are now the default preference, with **91%** of firms prioritizing them in their modernization plans. Why? Because they provide the balance today's employee experience (EX) and customer experience (CX) strategies demand.

Top drivers of hybrid adoption:

> Remote collaboration:

68%

cite better support for distributed workforces

> Data control and security:

57%

prefer hybrid to safeguard sensitive information

> Scalability and consistency:

53%

say hybrid supports operational growth and continuity

> Value maximization:

45%

want to integrate existing PBX investments with new features

For sectors like **financial services, healthcare, education, and government**, hybrid enables modern engagement while **preserving compliance and local control**—making it an essential architecture for mission-driven organizations.

Resources:

1. The Hybrid and AI Revolution in Business Communications: What it Means to You. TechAisle. 2025

AI-Powered Experience: From Service to Care

Artificial Intelligence (AI) is no longer optional—it's foundational. Over half of the surveyed firms actively explore AI to improve productivity and responsiveness.

How organizations are using AI:

> Increase staff efficiency:

56%

use AI to automate routine tasks

> Improve response time:

53%

deploy virtual agents and assistive tools

> Enable smoother internal collaboration:

52%

say AI helps bridge team silos

> Summarize and personalize interactions:

48%

use AI to tailor communications

Today's intelligent contact centers are shifting from transactional service to informed care. Tools like AI-powered agent assist, sentiment analysis, and summarization help agents understand not just what's being asked, but why—enabling more empathetic and proactive engagement.

Most-valued features include:

51% Quality management

44% Workforce management

50% CRM integration

41% Intelligent virtual agents

What Experience-Centric Leaders Look For

Organizations aren't just buying technology—they're selecting outcomes. The research shows a clear shift toward solutions that align with both service quality and mission-driven impact.

Top decision criteria for experience-led communications:

> Integration with business applications

58%

> AI & virtual assistant capabilities

53%

> Contact center technology

48%

> Workflow automation & AI insights

43%

Mitel customers, in particular, place higher importance on contact center innovation, AI analytics, and deep CRM integration—indicating more mature experience strategies across both customer and employee-facing environments.



The Power of Partnership: Sustaining Outcomes, Not Just Software

Modern contact centers require more than licenses and features—they need ongoing strategy, integration, and support. Leading organizations seek communication partners that help them extend value over time.

What buyers expect:



want help architecting an
end-to-end communications
strategy



of Mitel customers plan to invest in
custom integrations



Service and support quality are
decisive in selecting long-term
partners

This is especially critical in public education, healthcare, and other not-for-profit sectors where internal resources are stretched, and care delivery must be consistent. The right provider helps elevate both the agent experience and the outcomes delivered.

Conclusion: Experience Is Everyone's Job

Experience isn't limited to customers. Employees, citizens, and teams rely on fast, responsive, thoughtful interactions. And increasingly, those experiences begin and end in your contact center.

Modernizing your contact center isn't just an infrastructure decision; it's a strategic step toward delivering connection, care, and continuity where it matters most. With hybrid flexibility, AI-powered insights, and integrated workflows, you're better equipped to support the people who rely on you, every day, in every interaction, and every experience.

Lead the way. Deliver the experience your people deserve.