Building the Modern Contact Center: A Blueprint for Better CX

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Introduction

From global pandemic to AI revolution, the first half of this decade has been a bumpy ride for contact centers. The teams, systems and technologies customer experience (CX) leaders manage today bear little resemblance to those of a decade ago.

The importance of contact centers though–in organizations of all sizes–has never been greater.

That's because modern consumers' expectations are sky-high, and the strength of brands now depends on the experiences they deliver. At the same time, technology, processes, even how people communicate and work continue to evolve and leap forward.

Choosing the right contact center platform is now a business imperative. That much is clear. But with the number of Contact Center as a Service (CCaaS) providers on the market—full platforms to point solutions—many CX leaders feel stuck.

Moving forward with confidence

We are in an era that rewards disruption. To thrive, brands must build modern contact centers that delight modern consumers. That takes incremental change and investment. It means positioning to meet today's needs while innovating to address what's next.

This guide will help you understand what it takes to deliver quick wins and incremental value. It's a practical blueprint for building a contact center that meets your specific goals, providing insights on:

- Behavior and technology shifts necessitating new approaches to CX
- The foundational pillars necessary to build a modern contact center
- How UJET uniquely addresses these needs

The Making of the Modern Consumer

Consumers aren't just buying products or services today, they're putting a very high price on experience. So high, in fact, that 79% of consumers say they would switch to a competing brand if it provided better CX.

People expect brands to understand their evolving needs, anticipate their questions and provide seamless service across their preferred communication channels. Major brands have set the bar for modern CX, but there's big opportunity for mid-size brands to raise it and stand out.

That's because, according to the recent Forrester Customer Experience Index, most businesses are falling short of expectations. Forrester attributes it to several factors. Chief among them is the inability to provide seamless customer and employee experiences across channels, and the second is underwhelming digital experiences with chatbots.

For those that get it right, though, the benefits are measurable. And significant. According to Forrester, loyal customers will pay 50% to 220% more to stay with a brand.

All signs point to this: The masters of CX are clear winners.

Wag!

Wag!, an app-based dog care service, needed a mobile solution for real-time communication, low-effort support, and fast, responsive service.

They partnered with UJET to deliver a seamless in-app customer experience for today's mobile users, using:

- Voice & Visual IVR for smarter routing and simplified menus
- In-App Voice (Cellular & VoIP) to connect users without leaving the app
- Mobile SDK (iOS & Android) to fully embed support tools
- In-App Chat for quick, contextual conversations
- SMS for flexible communication on the go

BUSINESS OUTCOMES:

17% improvement in in-app voice SLA
50% reduction in average wait time
7% decrease in call abandonment

Dependence on mobile communications

The [proliferation of mobile devices](#) has put information and connectivity at our fingertips every minute of every day. Social media empowers buyers with a public platform to voice opinions and expectations. The prevalence of digital-first brands has changed what a good customer experience looks like, further amping up expectations.

When a contact center's communication channels are disconnected and force people to repeat information or navigate inconsistent messages, the result is not a winning experience. To build enduring loyalty, you have to ensure people feel known, understood and valued at every point in their journeys–across their preferred channels. A tall order for sure.

The answer is what Forrester calls "customer-obsession." And while it requires an investment to get there, it's a journey worth making. The Forrester research finds that when businesses commit to a pivot, their revenue and profits grow faster than competitors that stay stuck.

Focus on what matters

In this era of transformation, you need a partner that's focused on what matters to today's consumers and committed to your specific goals.

The right CCaaS provider delivers in these critical areas:

- Alignment with and support of your business goals
- Technology that address today's needs and can scale for what's next
- Omnichannel experiences that meet customers where they are
- Workforce optimization–digital and human

Let's explore these four considerations–the four pillars on which to build a modern contact center–and how UJET addresses each.

Pillar 1:
Solution Partner Alignment

Building a modern contact center is about more than just purchasing technology, it requires a relationship investment.

With many COVID contracts now up for renewal, disappointed CCaaS customers are reassessing providers with new perspectives on their needs. They're looking for vendors positioned to deliver meaningful, tailored business outcomes.

With CX stakes so high, providers that don't continually evolve with your needs—those with feature gaps, a history of missed integration commitments and poor support—should quickly be eliminated.

TURO

"UJET understands the entire user experience. They allow people to get in contact through the app, through the web and really connect within an integrated experience. That's a game changer."

Julie Weingardt
CHIEF OPERATIONS OFFICER

[Watch the video to hear more](#)

A proven commitment to what matters most

Once you establish a clear understanding of your strategic and operational objectives, it's important to closely consider a prospective partner's performance and approach. Support should be a top consideration. Start by asking: How do they handle service and support, and how satisfied are existing customers?

Customers and industry analysts give UJET high marks in ease of use, functionality and support. In fact, for an unprecedented 20 consecutive quarters, UJET has been recognized as a leader in customer satisfaction by G2, the world's largest and most trusted software marketplace. This recognition demonstrates a clear commitment to helping brands of all sizes optimize the value of their contact centers.

In the most recent G2 Spring 2025 Grid Reports for Contact Center Infrastructure (CCI), UJET dominated the rankings across multiple categories, including usability, results, implementation and relationship metrics.

UJET ranks in multiple categories with G2.

Committed to your success: from contract to implementation and beyond

Users highlight UJET's intuitive interface and feature-rich platform, which minimize agent training, accelerate adoption and maximize return on investment. Reviews also underscore a commitment to high levels of support and a culture of innovation.

From contract. With UJET, the journey from contract signing to implementation isn't a labyrinth of bureaucratic hurdles. We prioritize a frictionless experience by simplifying every step. Our streamlined contracting process ensures transparency and efficiency, minimizing administrative time and expense.

To implementation. Implementation is equally smooth, with dedicated support teams to guide you through every stage. Comprehensive training and technical assistance ensure a seamless transition with minimal disruption.

Ongoing support. This low-friction, uniquely high-touch approach continues after implementation, with ongoing support and consistent communication to address evolving needs. We understand that your success is our success, and we are committed to being a partner you can consistently rely on to meet evolving needs.

Trusted expertise. As the pace of innovation accelerates, it's becoming more difficult for internal IT and CX leaders to have expertise across emerging technology. To keep up, choose a partner you trust to recommend solutions and opportunities

OneUnited Bank.

"We selected UJET because of its willingness to truly partner with us to personalize and tailor our service and communications to the unique culture and characteristics of the communities we serve. As a mission-oriented business, we are grateful for technology partners we can trust to help us treat all customers with respect, dignity and personal attention–regardless of their account balances."

Teri Williams
PRESIDENT AND CHIEF OPERATING OFFICER

Talk to UJET customers and you'll consistently hear that regardless of size, they get the attention they need–from day-to-day operational interactions to shared technology expertise to product roadmap collaboration–ensuring long-term strategic alignment.

We're relentlessly customer-centric, so you can be too.
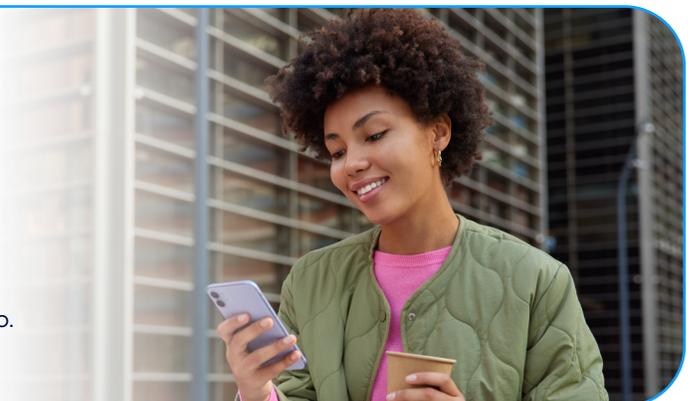
Pillar 2:
A Platform That Innovates at Scale

To transform your contact center from cost center to value driver, you need a platform that delivers in these key areas:

- Reliability
- Scalability
- Cost efficiency
- Continuous innovation

Start with cloud architecture

An open, cloud-based platform is the bedrock of a modern contact center, boosting efficiency, reliability and scalability. Cloud architecture allows for flexible resource management without the significant upfront hardware investments of traditional on-premises alternatives. It means, for example, you can bring new agents and functionality online quickly to meet fluctuating resource demands.

Reduced latency and greater reliability are also major benefits, but the biggest win for contact centers that choose the cloud is innovation at scale. Cloud architecture helps integrate channels, applications and platforms. It brings the efficiencies and power to support the AI-driven omnichannel experiences that drive loyalty.

In general, cloud architecture supports omnichannel communication between customers, live and virtual agents, and self-service support systems in a way that optimizes the experience for all. Software modules built on the cloud can integrate with existing applications for a unified interface, well-connected functionality and data sharing, all of which uplevels interactions.

UJET's unique platform advantages

While integration is an inherent benefit of the cloud, UJET's platform takes it further.

Unlike many legacy providers that simply attach AI solutions to existing legacy systems,

the UJET platform was built from the ground up for scale and reliability. The result is smarter data sharing and seamless handoffs between automation and live agents. We enable faster, more automated scaling than other providers, for a system that's powerful and resilient. UJET is designed to help centralize all customer interaction data in one place. That's an important security advantage and enables smarter AI-driven decision-making. It also addresses a major innovation challenge for contact centers: fragmented data that slows AI adoption.

With UJET, you get a solid data foundation from the start, with AI that isn't an afterthought.

AI is embedded at every point in the customer journey, from initial touchpoints to backend reporting and process optimization. It all paves the way for AI use cases tailored to your goals, so you won't be playing innovation catchup. Everything is seamlessly integrated, not bolted on.

That means you can centralize workforce engagement management, conversational analytics, , even customer feedback and sentiment data. When it all funnels into a central CRM, service and support teams always get complete views of customer journeys and are empowered to make better decisions. AI agents also can be plugged in across engagement channels to determine intent and accelerate resolution. Across channels, you have the power to orchestrate experiences—optimizing and blending the CX power of AI, humans and self-service tools.

Accelerated Cloud Migration

Whether you're running on-premises, hybrid or legacy cloud today, cloud migration doesn't have to be overwhelming. Our experienced team will walk with you through every step of the migration journey.

While UJET's platform is highly differentiated in key areas, it doesn't fall short delivering on these critical needs:

Reliable Uptime
- 99.9999% uptime
- Real-time failover
- Disaster recovery mechanisms
- Global data centers

Data security and compliance
- Enterprise-grade security with encryption, redaction, and compliance built in
- PCI-DSS, HIPAA, SOC 2, and GDPR compliant
- Role-based controls
- Advanced fraud prevention measures

Fraud controls
- AI-powered voice biometrics for secure authentication
- Agent and customer multi-factor authentication
- Behavior-based fraud detection

Call quality assurance
- Real-time MOS tracking
- Direct PSTN
- VoIP carrier partnerships

Pillar 3:
Intelligent Omnichannel

When it comes to building a modern contact center, experience trumps everything. Experiences that win and keep consumers are mobile-first,connected and consistent at every touchpoint.

Next-generation omnichannel CX seamlessly connects across the channels that matter to people. It prioritizes personalization and provides instant access to a human connection while still emphasizing the speed and convenience of digital communication and automated self service when desired.

"The needs of users and customers trump everything."

THE ARAGON RESEARCH GLOBE™ FOR THE
INTELLIGENT CONTACT CENTER, 2025

For the second year in a row, UJET has been named a LEADER

Most brands understand that. So, why are so many not living up that standard?

When people can't engage in the channels of their choice, have difficulty reaching a live agent when needed, experience slow and high-friction journeys or are frustrated by impersonal interactions, they quickly give up on brands. Get it right, though, and they'll buy more, be more loyal and share their experience with friends, according to PwC research.

What it takes to win at omnichannel

UJET addresses the hurdles to loyalty-building omnichannel CX: long wait times, repetitive questions, lack of personal touch when needed. People expect seamless transitions across communication channels while maintaining context and continuity. UJET's intelligent omnichannel platform transforms fragmented customer journeys into cohesive, personalized experiences that drive loyalty and operational efficiency.

With UJET, your customers can ask an initial question by email, follow up over live chat, re-start the conversation on live chat, then finish the conversation with an agent over the phone. At every touchpoint, there's no need to repeat information, people get the level of service they want.

Bridging the Experience Disconnect

Our mission is to create communications and experiences that feel familiar to people. So instead of the clunky interactions of yesterday, on UJET's platform, agents and customers can communicate in the same ways they do with family and friends—through the channels and devices they prefer.

Our full voice and digital engagement suite offers smart device capabilities, powerful AI, and advanced analytics—all intuitively designed to make life easier for everyone—from customers and agents to supervisors and executives.

Mobile-First Communication. UJET's platform is built with a mobile-first approach. Rather than treating mobile as just another channel, we harness the unique capabilities of smartphones to create more efficient, contextual experiences.

It starts with a mobile SDK to embed support directly into mobile apps for seamless transitions from self-service to agent assistance without switching devices. It uses device features like cameras, screenshots, QR codes, fingerprint authentication and GPS for context and verification. Screen sharing and visual guidance help agents quickly troubleshoot, reducing confusion and miscommunication.

Traditional text and voice interactions are transformed into rich media experiences that accelerate resolution and improve first contact resolution rates.

Centralized Customer Interactions. A true omnichannel experience brings all communication channels into a single view, providing complete engagement history. It should include mobile-centric features like biometric authentication, media sharing and location caching.

The UJET platform is designed around centralization, integrating voice, chat, email, SMS, and social media into a single interface. This allows you to efficiently manage every interaction, simplify workflows and ensure agents always have access to the full context of customer journeys, regardless of channel.

Seamless Channel Switching. Among UJET's differentiating features is its ability to seamlessly switch between channels. For example, a customer might start a conversation via chat to ask a question and then decide to follow up with a phone call.

With UJET, the transition is always smooth. Agents get instant access to the full context of past interactions–previous conversations, purchase history, support tickets and other customer data without asking people to repeat anything they've already communicated. That's loyalty-building continuity that builds trust.

Integrated AI and Automation. Through our unique platform architecture, UJET leverages AI and automation to enhance customer interactions across channels.

Intelligent call and chat routing ensures people are quickly connected with the right agent based on needs and preferences. AI-driven insights help personalize interactions and accelerate resolution. Automation frees up agents to focus on more complex issues–incorporating a human touch when needed.

Real-Time Analytics. Understanding customer behavior and preferences is critical to a successful engagement strategy. UJET provides real-time analytics for meaningful insights into interactions across channels. You can monitor KPIs and customer satisfaction metrics to identify trends, measure performance, and make informed decisions for continuous improvement.

Pillar 4:
Human and Digital Workforce Optimization

The formula for balancing operational efficiency with differentiating CX is equal parts live agent and AI-assisted automation. The UJET platform enables AI-powered automation that prioritizes convenience while helping humans be more human.

The approach is threefold:

- AI-powered virtual agents
- Agent assist to empower human agents
- Workforce Automation
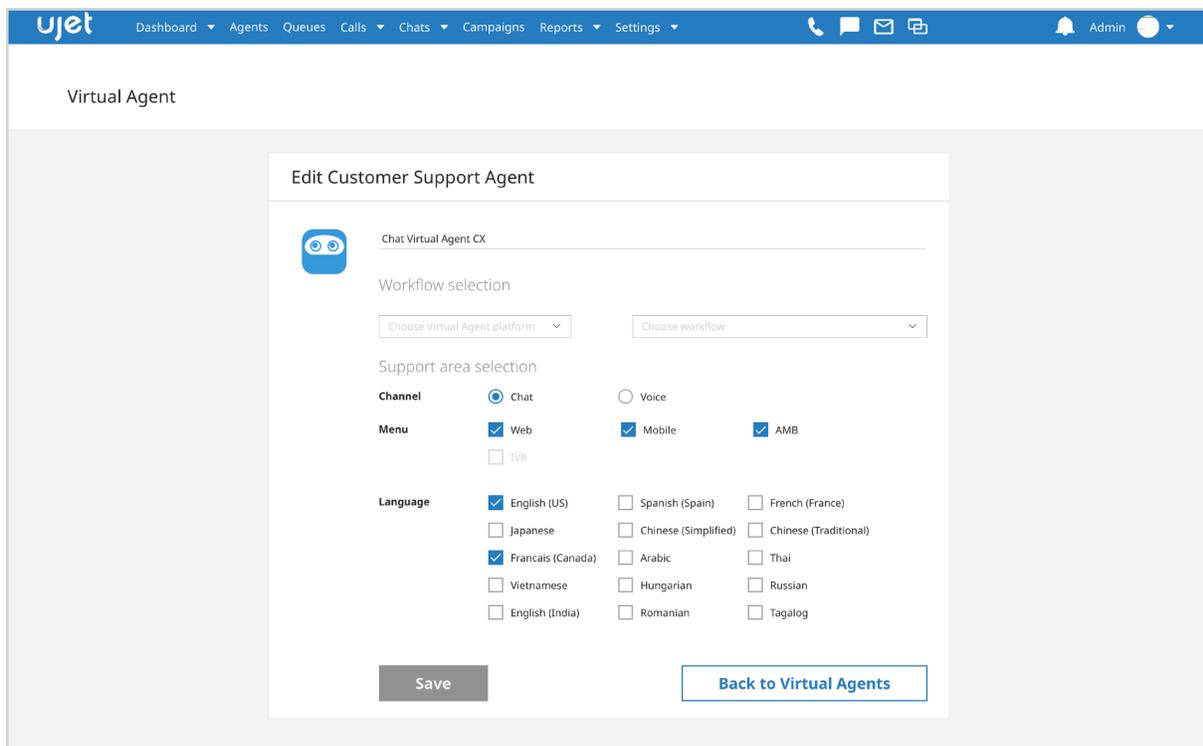
Virtual agents

Virtual AI tools are a critical component of workforce optimization, but traditional AI support solutions can feel robotic, presenting a perceived roadblock and point of frustration for customers. UJET's Intelligent Virtual Agent was designed with a different approach.

Data-driven dynamic routing. Our intelligent, contextual routing for virtual agents is the first of its kind. It uses real-time and historical data, based on history, journey stage or predicted intent, to determine the best path to the best outcome.

Sentiment detection. UJET Intelligent Virtual Agent understands consumer intent and sentiment using natural language models. With access to CRM data, it provides a personalized experience and either quickly resolves issues or hands them off to a live agent if necessary.

Flexible and customizable configuration. As your business and customers evolve, virtual agents have to keep up. Our virtual agents are designed to empower you to make adjustments in real time—no coding necessary.

Virtual agent discovery services. To help you understand how to realize the most return on your investment, we offer a discovery service that analyzes your current support requests and patterns, then determines when and where to use virtual agents for the most value.

Agent Assist

When it takes a human to resolve an issue, not a virtual agent, AI then becomes a critical support player. UJET Agent Assist is powered by conversational AI to up the game of human agents.

It does it with data-driven recommendations, real-time sentiment analysis and by quickly providing relevant articles and answers to common questions. Time-saving tools that transcribe calls in real time, then summarize conversations, and help quickly compose follow-up emails boost productivity and CX.
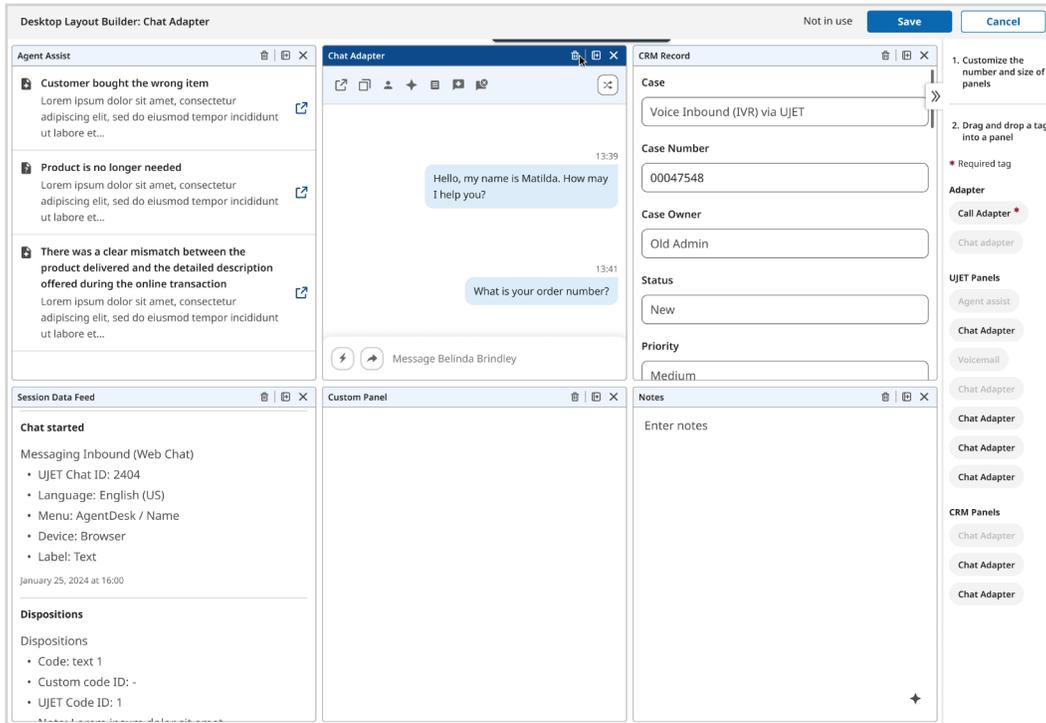
Tools That Enhance Every Customer Interaction

Smart Reply: Reduce reply time by suggesting chat responses for the agent using conversation context.

Smart Compose: Reduce reply time by auto-completion of live chat responses using conversation context.

Knowledge Assist: Improve customer experience by surfacing useful articles and FAQ answers that help agents serve the customer.

Sentiment Analysis: Ensure you're delivering the best customer service by analyzing the real-time customer sentiment.

Live Transcription: Eliminate customer repetition by transcribing calls in real-time for reference during the call or for analysis after the call.

Summarization: Reduce ACW with auto summaries of the voice or chat conversation post-interaction.

uJet.cx

Workforce Automation

With the added complications of today's distributed workforces, forecasting, scheduling and adherence monitoring are major efficiency drivers for contact centers. Workforce management is among the levers for transforming contact centers from cost centers to value generators.

Intelligent and flexible scheduling. With UJET Workforce Management (WFM), you can quickly and easily create omnichannel forecasts based on historical and real-time data. Unlimited interval, weekly and monthly patterns, plus in-forecast updates provide flexibility to evolve forecasts as needed.

From complication to optimization. We help you automate scheduling with a modern approach that allows agents to choose their own schedules. UJET WFM is customizable so schedules can be based on skill, time zone, channel, time-off and more.

WFM Features

Administration	Forecasting	Scheduling	Portals
Permission-based access	Group forecasts	Automated scheduling	Schedules
Connect employee details	Daily/weekly/unlimited patterns	Accommodate flex, part time and full time agents	Self-service options
Defines hours, locations, and time zones	Forecast templates	Scheduling templates	Communication tools
Establish baseline forecasting needs	Budgeting tools	Self-service options	Shift management tools
Set shift automation rules	Voice and omnichannel forecasting		Approvals management
Skill management			Real-time monitoring

Build Better Experiences

The way people live and work today necessitates a major shift for contact centers. That means not just new technology and partners, but new thinking. The most successful brands—of every size—understand that business and people now operate in the age of experience.

At the heart of it all is your contact center.

No longer can contact centers operate disparately. They must be thoroughly connected—in their technology and approach—to deliver connected CX.

Since our inception, UJET has understood this. We have designed our platform, our company and our relationships around it. From our unique approach to service to integrated, scalable architecture to the ease of a single interface, we build better experiences so you can create better outcomes.

UJET: Let's build better together.

Request a live demo

About UJET

UJET leads the way in AI-powered contact center innovation, delivering a future-proof, cloud platform that redefines the customer experience with cutting-edge AI, true multimodality, and a mobile-first approach.

We infuse AI across every aspect of your customer journey and contact center operations, to drive automation and efficiency.   UJET's AI solutions empower agents, optimize customer journeys, and transform contact center operations for elevated experiences and actionable insights. Built on a cloud-native architecture with a unique CRM-first approach, UJET ensures unmatched security, scalability, and prioritized data insights (without storing PII). Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

Learn more at ujet.cx