



NEWS RELEASE

Mitel Announces General Availability of Mitel CX, Bringing its AI-Powered Customer Experience Platform to Enterprises Worldwide

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The new hybrid CX platform transforms customer engagement, delivering next-level support and personalization for an enhanced customer experience

SUNNYVALE, Calif.--(BUSINESS WIRE)-- **Mitel**, a global leader in business communications, today announced the upcoming general availability of its AI-powered customer experience (CX) management platform, **Mitel CX**. Mitel CX empowers organizations to deliver faster, personalized experiences by automating workflows and enabling seamless team collaboration, ensuring businesses can stay ahead of fast-changing consumer expectations. The company will demo Mitel CX this week at **Enterprise Connect** in Orlando, Florida, at booth #934.

Mitel CX modernizes enterprise customer experience delivery beyond the traditional contact center by blending AI-driven efficiency with the unified omnichannel engagement of voice, video, chat, and social interactions.

A recent study by Techaisle highlights that improving customer engagement is the top reason driving mid-to-large

enterprises to modernize their communication platforms, as outdated systems hinder agility, cost reduction, and innovation. Mitel CX simplifies this transition as a hybrid solution capable of being deployed as a hosted solution, on-premise, or as a Contact-Center-as-a-Service (CCaaS), ensuring flexibility, efficiency, control over security and resiliency, compliance in the most demanding industries and geographies, and an AI-assisted user experience.

First announced in **November 2024**, Mitel CX becomes an integral part of Mitel's unified communications, collaboration, and contact center portfolio that extends customer engagement capabilities to every employee, from frontline workers to back-office and IT teams. Mitel CX modernizes enterprise customer experience delivery beyond the traditional contact center by blending AI-driven efficiency with the unified omnichannel engagement of voice, video, chat, and social interactions that allow organizations to deliver their CX their way.

"Modern customer experience demands SaaS simplicity coupled with resiliency and agility, and Mitel CX delivers precisely that," said Martin Bitzinger, senior vice president of product management at Mitel. "With customer expectations shifting faster than ever, technology should be a strategic driver, not an obstacle to service and efficiency. Blending AI-driven innovation with our deep communications knowledge, Mitel CX ushers in a new era of customer engagement, empowering organizations to excel in today's customer-first world."

Mitel CX leverages AI—including generative AI-powered virtual agents, agent assistance, and real-time analytics—to streamline workloads and provide crucial insights for proactive resolutions. Its seamless UC integration allows for analyzing omnichannel customer interactions, workforce performance, and operational trends. Addressing data sovereignty concerns, Mitel CX's hybrid architecture uniquely enables secure, efficient management across cloud and on-premise infrastructures. Moreover, **Mitel's Common Communications Framework** ensures consistent security, compliance, and resiliency across the entire Mitel ecosystem.

"Mitel CX distinguishes itself in a crowded CX space by offering a comprehensive, future-proof platform for superior customer engagement and streamlined communication," said Blair Pleasant, president & principal analyst of COMMFusion LLC and a co-founder of UCStrategies. "With its AI-powered intelligence and versatile hybrid deployment, Mitel CX provides the adaptability enterprises need to thrive in the ever-evolving hybrid communications landscape."

Key features and benefits of Mitel CX include:

- Customizable Workflow Automation: CX managers can easily design AI-enhanced workflows with Mitel's Chatbot Builder and low-code/no-code Workflow Studio without requiring specialized skills, allowing teams to optimize daily tasks in minutes.
- GenAI Virtual Agents: Intelligently resolves up to 90% of customer inquiries, leaving more complex issues to human agents for optimal efficiency and faster resolution.
- Intelligent Analytics: Gain deeper insights, expose customer needs, and identify areas of improvement with AI-enhanced insights that increase customer satisfaction and improve agent performance faster than ever before.
- Agent Empowerment: Real-time prompts, suggested responses and intelligence-based coaching help improve first-contact resolution and overall employee performance.

- **Omnichannel Engagement:**Seamless transitions across channels such as voice, chat, video, and social, allowing customers to engage on their preferred platform.
- **Flexible Integrations:**Pre-built integrations with industry and business apps plus open APIs allow Mitel CX to be tailored to each organization's needs and embedded into everyday processes, reducing friction and accelerating workflows.
- **Experienced Service Teams:**Expert professional service teams offer support to tailor Mitel CX to each organization's needs and provide ongoing management as needed, resulting in a truly unique customer engagement experience.

Mitel CX will be available to all customers at the beginning of April. To learn more about the platform and start your transition to Mitel CX, visit our **webpage**. For a deeper dive, visit us at Enterprise Connect from March 17 to 20 or request a platform **demo**.

Related Materials

Blog post: **Unlocking Customer Experience Potential: Mitel Leads with AI and Hybrid Strategies**

Blog post: **"One Size Doesn't Fit All" in Unified Communications: A Strategic Approach to Communication Resilience**

About Mitel

Mitel is a global leader in business communications, providing businesses with advanced communication, collaboration, and contact center solutions. With more than 70 million users across over 100 countries, Mitel empowers organizations to connect, communicate, and collaborate seamlessly, with the flexibility and choice they need to thrive, both now and for the future. Through proven experience and innovative solutions, Mitel delivers communications without compromise. For more information, go to **www.mitel.com** and follow us on **LinkedIn** and **X @Mitel**.

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