

How to Use the Core Narrative Deck

Instructions for Advisors

We're excited to introduce this Core Narrative Pitch Deck: *How Communication Tools Unlock Real AI Outcomes*, designed to help you lead more strategic and outcome-focused conversations around unified communications, contact center, and AI.

This is not a product-specific presentation. It is a structured, business-oriented framework that can be applied across SMB, mid-market, and enterprise environments.

The deck is built to guide conversations around:

- What organizations are experiencing today with fragmented communication environments
- Why that fragmentation limits the effectiveness of AI initiatives
- How to position the communication platform as the foundation for AI
- Where conversational AI and automation can deliver measurable impact
- How to move customers from early experimentation to scalable, structured AI adoption

The objective is to equip you to shift conversations from features and tools to clear business outcomes, helping uncover meaningful opportunities.

This deck can be used in:

- Initial discovery conversations
- Executive-level discussions
- AI strategy engagements
- UC and contact center transformation opportunities

Ultimately, this becomes a foundational narrative you can rely on to connect UC, contact center, and AI into a cohesive and compelling story.

Deck Contents (for reference):

1. How Communication Tools Unlock Real AI Outcomes — Title/intro card with three pillars
2. What We're Hearing About Communication & AI — Four customer quotes on fragmentation pain
3. The Communication Stack Problem — Stats on tool sprawl and why it blocks AI

4. The Modern Communication Stack — Four layers: Voice, Messaging, Ticketing, CRM
5. Choosing the Right Communication Platform — What to evaluate vs. red flags
6. From Communication Foundation to AI Outcomes — Foundation → Execution → Scale
7. Map Your Communication Environment First (Step 1) — 4-point communication audit
8. What Unified Communication Actually Enables — Stats + compounding effect explanation
9. Move From AI Assisting to AI Executing (Step 2) — Where AI takes action
10. What This Looks Like in Practice — Real-world use cases (customer requests, tickets, onboarding, integrations)
11. As AI Grows, So Does Complexity (Step 3) — Operational challenges of scaling AI
12. From Experimentation to Structure — Four critical capabilities for AI maturity
13. What It Takes to Scale AI Sustainably — Pillars of sustainable AI scaling
14. How We (Your Trusted Advisors) Help — Outcomes-first approach, process steps

