

Not all service providers are created equal. In AI-enabled UC&C and contact center deployments for vertical organizations, the right partner means the difference between seamless, compliant, future-ready communications and a fragile, overcomplicated stack.

How Service Providers Unlock Value and Future-Ready UC&C and CC for Vertical Markets

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Questions posed by: Spectrum Business

Answers by: Denise Lund, Research VP, Worldwide Telecom and UC&C

Q. What are the benefits and unique needs of verticalized offerings in UC and CC solutions for industries such as healthcare, government, education, banking, retail, automotive, and highly distributed enterprises?

A. Vertical-specific unified communications and collaboration (UC&C) solutions are designed to address the distinct regulatory, workflow, and user experience requirements of each sector. For example, healthcare organizations require HIPAA compliance, government entities prioritize security and accessibility, and education institutions need support for distributed campus collaboration, while banking, retail, automotive, and highly distributed enterprises demand robust security, multisite operations, and centralized management. Service providers are increasingly curating specialized unified communications (UC) and contact center (CC) capabilities for these verticals to combat commoditization and drive differentiation. IDC expects that by 2027, three-quarters of businesses will have adopted some form of specialized UC&C solution. Verticalized offerings deliver deeper contextualization, higher solution stickiness, and improved compliance — especially critical for regulated organizations. Furthermore, integrated unified communications and contact center platforms enable industry-specific AI agents to automate workflows, personalize both customer and employee interactions, and ensure compliance at scale. This agentic AI approach further enhances operational efficiency and differentiation, allowing organizations to meet evolving industry demands with greater agility.

Q. How does a service provider differentiate itself as a UC and CC provider with end-to-end solutions for these verticals?

A. Service providers differentiate as UC and CC partners for verticals such as healthcare, government, education, banking, retail, automotive, and highly distributed enterprises by delivering end-to-end solutions that combine life-cycle services, managed support, and network reliability. By owning the underlying infrastructure, providers can offer robust SLAs, seamless integration, and superior uptime while simplifying IT administration and reducing operational complexity for clients. These capabilities are especially valued by organizations lacking internal IT resources. In addition, the integration

of agentic AI across unified communications and contact center platforms enables proactive support, intelligent routing, and real-time analytics, empowering service providers to deliver adaptive, self-improving solutions that anticipate and resolve issues before they impact users or customers.

Q. What value does owning the network and infrastructure bring to UC and CC deployments in these industries?

A. Owning the network and infrastructure enables service providers to guarantee the reliability, security, and performance that are critical for UC and CC deployments across industries such as healthcare, government, education, banking, retail, automotive, and highly distributed enterprises. Direct control over network assets allows providers to deliver differentiated SLAs, end-to-end visibility, compliance, and rapid issue resolution — including onsite support when necessary. This foundation is especially valuable for sensitive and distributed organizations, as it ensures seamless integration and robust support. Furthermore, network ownership is a key enabler for advanced AI features, real-time analytics, and omni-channel engagement, as agentic AI relies on unified, integrated infrastructure to deliver context-aware automation, predictive engagement, and continuous optimization across unified communications and contact center environments.

Q. How does bundling and single deployment partner approach provide better value for customers in healthcare, government, education, banking, retail, automotive, and highly distributed enterprises?

A. Bundling unified communications, contact center, connectivity, and managed services through a single deployment partner delivers substantial value for customers in healthcare, government, education, banking, retail, automotive, and highly distributed enterprises. This approach reduces total cost of ownership and simplifies procurement, which is especially advantageous for SMBs and midmarket buyers. IDC research indicates that 70% of organizations prefer single-vendor or centrally managed environments to minimize IT complexity and maximize integration benefits. Bundled offerings typically provide discounts, enhanced support, and unified administration, resulting in higher adoption rates and greater user satisfaction. Flexible packages and self-service tools further enable organizations to scale and control costs as their needs evolve. In addition, agentic AI is most effective in unified, bundled environments, where it can orchestrate communications, automate cross-channel workflows, and deliver consistent, personalized experiences while optimizing resource usage and scaling automation as business requirements change.

Q. How can customers in these industries future proof their communications and customer engagement solutions with a service provider?

A. To future proof their communications and customer engagement solutions, organizations in industries such as healthcare, government, education, banking, retail, automotive, and highly distributed enterprises should partner with service providers that deliver cloud-ready, AI-enabled platforms capable of seamless integration with business

applications. Life-cycle support and managed services are essential to ensure solutions can adapt to evolving requirements, regulatory changes, and technological advancements. Providers should offer vertical-specific enhancements, robust analytics, and a transparent road map for AI and compliance to address industry-specific needs. Flexible deployment options — including hybrid and cloud models — combined with strong professional services, enable organizations to scale and modernize communications without disruption. Integrated unified communications and contact center solutions, especially those leveraging agentic AI, empower rapid adoption of new AI-driven channels, continuous improvement through self-learning agents, and ongoing integration with emerging business applications, ensuring organizations remain agile, compliant, and competitive as technology and customer expectations evolve.

About the IDC analyst



Denise Lund, Research Vice President, Worldwide UC and Telecom

Denise Lund is a research vice president on IDC's worldwide telecom team. Her research focuses on unified communication and collaboration (UC&C) and, more broadly, on advanced communications services including VoIP. In her position, she provides coverage of voice communications including fixed and legacy voice (local, long distance, and PRI ISDN), IP voice (hosted VoIP with/without UC, SIP trunking, IP phone), and emerging migration and usage trends occurring in the voice and unified communications markets. Denise's research includes an emphasis on the perspective of telecom and cable providers and OTT vendors.

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