



**Partner**  
Voiceflex



**Website**  
[www.Voiceflex.com](http://www.Voiceflex.com)



**Location**  
London, UK



**Industry**  
IT & Communications

## Partner Profile

Voiceflex is a leading telecoms carrier of SIP, UCaaS, CCaaS, Microsoft Teams, AI, Recording & Cloud products serving 1,000+ partners in a wide range of industries from law, finance to retail.

## Challenges:

- Voiceflex needed differentiation in its contact center offer in the market, beyond competing with enterprise-focused contact center vendors like Genesys.
- No solution in the Voiceflex portfolio to fulfill the market trend for purchasing Microsoft Teams telephony and contact center from the same vendor.

## AudioCodes Solution:

- [Voca CIC Conversational Interaction Center](#)

## Benefits:

- Increased average revenue per user for partners as a CX-focused carrier
- Grow product offerings across the Microsoft Teams ecosystem
- Positioned to fill informal contact center needs where enterprise-focused contact centers won't fit

## Executive Summary

Voiceflex partnered with AudioCodes to offer the Voca Conversational Interaction Center (CIC), as the preferred Microsoft Teams contact center for the channel and their clients. Voca CIC delivered critical features like conversational IVR, CRM integration and the reliability of the Azure infrastructure, helping Voiceflex meet partner demands for reliability, ease of management and contact center capabilities for multiple departments. The partnership is positioned to boost revenue per user and meet the market trend for purchasing Microsoft Teams telephony and contact center from the same vendor. With plans to expand globally, Voiceflex is ready to deepen partner relationships in the Microsoft Teams ecosystem with the inclusion of Voca CIC.

## Voiceflex and AudioCodes: A Partnership that Continues to Grow

Voiceflex, a UK-based innovator in IT and communications, has redefined itself in recent years. Moving beyond its roots in SIP trunking, the company has embraced its role as a "techco," meeting the rising demand for cloud-based communications and modern customer interaction solutions. A pivotal part of this transformation has been Voiceflex's collaboration with AudioCodes and its adoption of the [Voca Conversational Interaction Center \(CIC\)](#). This partnership represents a strategic response to the rapidly changing needs of Voiceflex's partners and customers, setting a new standard for Microsoft Teams-certified contact centers.



Beyond the traditional contact center, departments with informal contact centers like IT helpdesk, travel department, sales and HR are a core growth area for Voiceflex and a perfect fit for a Microsoft Teams contact center.



"Voca CIC gave us a toolkit to align with our partners' needs, delivering applications that add real value while increasing average revenue per user (ARPU)."

James Arnold-Roberts,  
CEO, Voiceflex

## Voiceflex's Challenges Before Voca CIC

Voiceflex needed differentiation in its contact center offer in the market, beyond competing with enterprise-focused contact center vendors like Genesys. Beyond the traditional contact center, departments with informal contact centers like IT helpdesk, travel department, sales and HR are a core growth area for Voiceflex and a perfect fit for a Microsoft Teams contact center.

## Why AudioCodes Voca CIC Was the Perfect Fit

Voiceflex had already built a strong relationship with AudioCodes through their work on session border controller (SBC) as a service. This history demonstrated AudioCodes' technical expertise and commitment to delivering reliable solutions. The decision to expand this partnership with Voca CIC was a natural next step.

As James Arnold-Roberts, CEO of Voiceflex, explained:

"Voca CIC gave us a toolkit to align with our partners' needs, delivering applications that add real value while increasing average revenue per user (ARPU)."

This trust, combined with AudioCodes' Azure-native technology, made Voca CIC the ideal solution to address Voiceflex's challenges.

## Partner Requirements

Voiceflex's partners needed more than a basic contact center. They required:

- **Advanced Functionality:** Conversational IVR, omnichannel and CRM integration to improve agent and customer experience.
- **Scalability:** The ability to quickly adapt to growing demands across multiple tenants and departments.
- **Ease of Management:** A user interface and administrator settings that enabled partners to manage call flows, reports, and queueing without relying on extensive technical support.
- **Reliability:** 99.999% uptime.

"Every time we demo Voca CIC, partners leave amazed by its capabilities beyond conversational IVR, sparking completely new conversations."

**Tom Hassan,**  
Partner Engagement Manager,  
Voiceflex

Voca CIC delivered on all fronts, providing the flexibility and tools necessary to empower Voiceflex's partners and elevate its offerings.

"Every time we demo Voca CIC, partners leave amazed by its capabilities beyond conversational IVR, sparking completely new conversations," says Tom Hassan, Partner Engagement Manager.

## Objectives and Outcomes

Voiceflex approached Voca CIC with three clear goals:

- **Boost Revenue per User:** Enable partners to increase ARPU through coupling Microsoft Teams telephony and contact center services.
- **Expand Partner Offerings:** Equip partners with features like omnichannel communication and conversational IVR.
- **Simplify Integrations:** Bridge legacy systems with a modern cloud contact center to improve overall functionality.

The results speak for themselves:

- **Partner Empowerment:** Resellers gained access to easy-to-manage tools, allowing them to attract and retain customers more effectively.
- **Innovation in Action:** With AI advancements and omnichannel capabilities, Voiceflex ensured their Voca CIC offering is competitive with direct integrations to WhatsApp and OpenAI.
- **Market Differentiation:** Voca CIC helped position Voiceflex as a leader in informal contact center solutions, outpacing enterprise-heavy competitors.

With AI advancements and omnichannel capabilities, Voiceflex ensured their Voca CIC offering is competitive with direct integrations to WhatsApp and OpenAI.



## Future Plans

Voiceflex is just getting started. With Voca CIC, the company plans to:

- Offer innovative AI-powered tools to keep pace with industry trends.
- Deepen partnerships in the Microsoft Teams ecosystem, solidifying its leadership in omnichannel communication.

Paul Taylor, Chief Commercial Officer comments, "Voca CIC lets us offer a front-end solution that simplifies complex integrations, protects our partners' legacy systems, and enhances their ability to sell new services."

## Conclusion

Voiceflex's collaboration with AudioCodes Voca CIC highlights the potential of strategic partnerships to drive average revenue per user, deepen Microsoft Teams ecosystem partnerships and offer unified communications and contact center consolidation with a cloud contact center as a modern alternative to legacy systems.

By implementing Voca CIC, Voiceflex has helped partners overcome the slowing demand for telecom services and positioned itself as a leading distributor of Microsoft Teams CCaaS to partners in the channel.

"Voca CIC lets us offer a front-end solution that simplifies complex integrations, protects our partners' legacy systems, and enhances their ability to sell new services."

**Paul Taylor,**  
Chief Commercial Officer

Looking to bring a new revenue stream to your partner community?

**SPEAK WITH A VOCA CIC EXPERT!**



**International Headquarters**  
Naimi Park, 6 Ofra Haza Street,  
Or Yehuda, Israel  
Tel: +972-3-976-4000

**AudioCodes Inc.**  
80 Kingsbridge Road  
Piscataway, NJ 08854  
Tel: +1-732-469-0880  
Fax: +1-732-469-2298

[www.audiocodes.com/contact](http://www.audiocodes.com/contact)  
[www.audiocodes.com](http://www.audiocodes.com)

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