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Keynote summary

The Future of Voice: Integrating AI and FMC in Modern Business Communication

In his keynote speech today, our Chief Partner Evangelist Mark Herbert went over how AI and mobility were going to affect the future of the voice market.

Here are some of the key points that were made:

Voice is still the killer app. It remains the most valuable form of real-time customer engagement, but landline voice is on the decline and it's being replaced by mobile and OTT for communications.

We have to look at where analysts see the market going, and the **growing potential of voice integration** with the largest UCaaS players - Teams, Zoom and Webex.
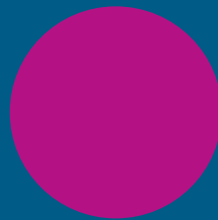
The number of voice enabled users on some of the world's biggest UCaaS platforms is estimated to hit **100m by the end of 2028**.
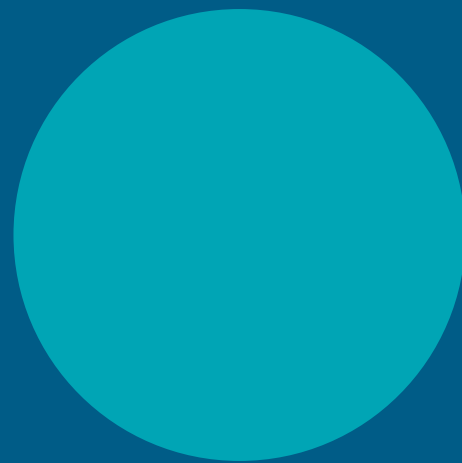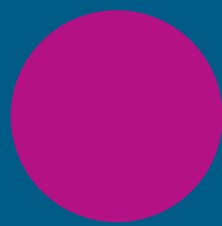
Teams holds its market dominance, but providers should also be planning for growth in this space for both Zoom and Webex.
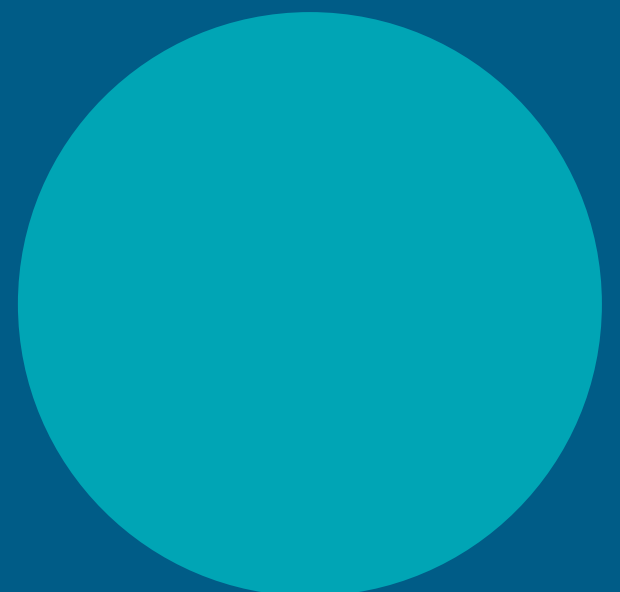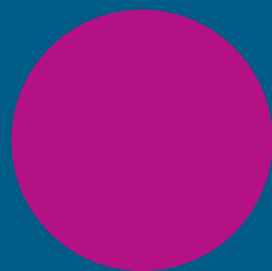
There are 3 reasons why we're excited about the future of voice

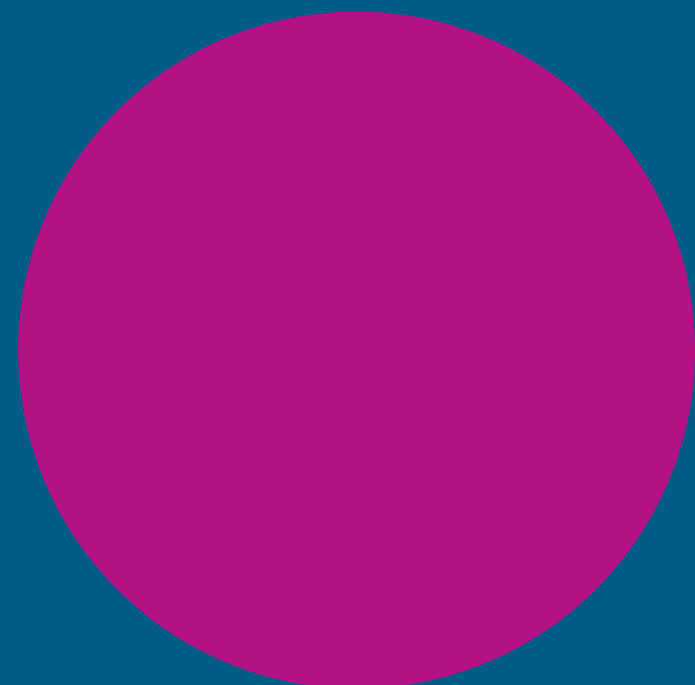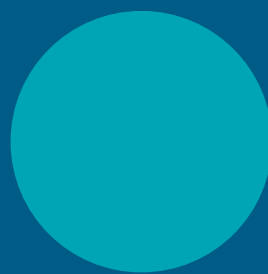# 1 Telephony integration into the prominent UCaaS is expected to grow significantly

2

We are at the beginning of **something special** regarding how providers can leverage voice and technology

3 There are multiple use cases that show how leveraging native voice **benefits businesses and their users**

And this is where technologies like **Fixed Mobile Convergence** come in.

In its simplest form, FMC connects a mobile device to a communications platform, and **it underpins the three key reasons as to why we're excited about the future of voice**.

As we enter the third iteration of FMC, there are a few big reasons as to why it is different to what came before it:

- Voice now has an elevated value

- Technology barriers have been removed

- The conditions for growth are ripe for worldwide adoption
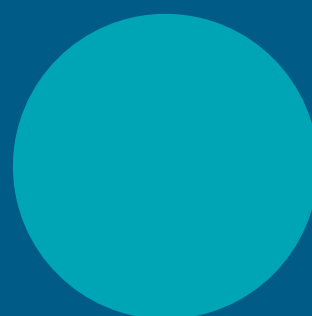
FMC 3.0 creates new opportunities for the customer, UCaaS providers and mobile operators.
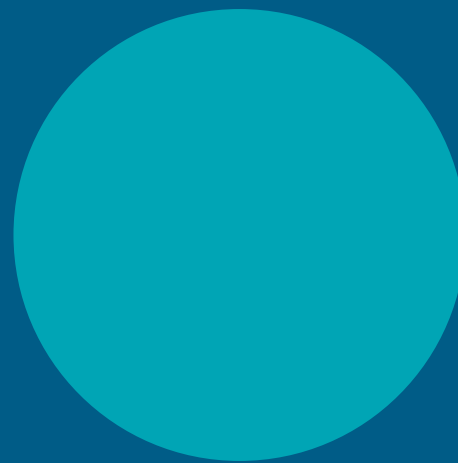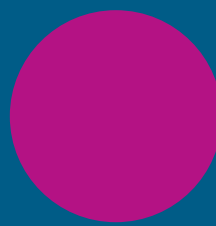
For the customer there are lower costs and increased simplicity.

For the UCaaS Provider there is an opportunity to increase differentiation, ARPU and customer retention.
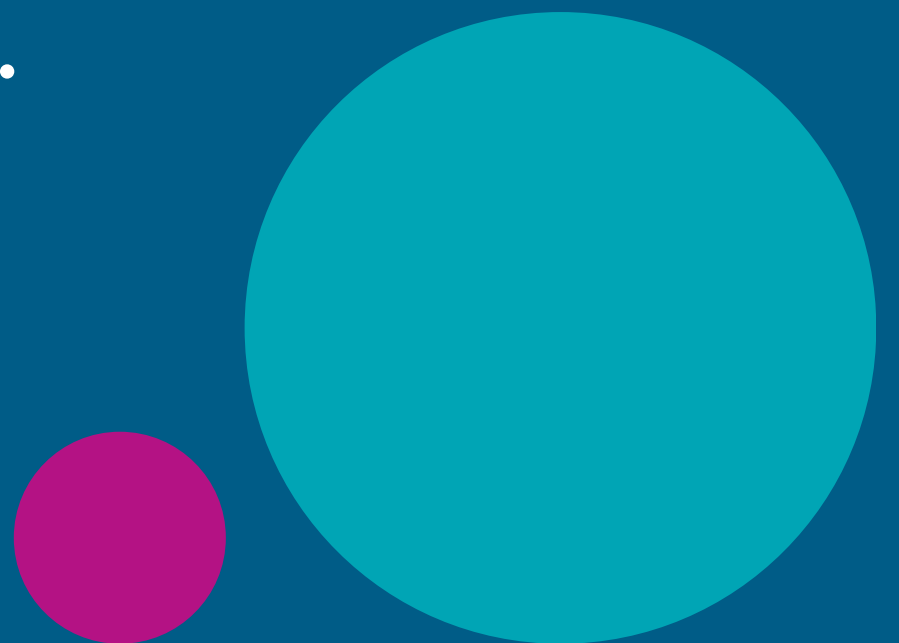
For mobile operators there is the opportunity to provide SIMs for big UCaaS and extend the number of business subscriptions they provide.

AI will also play a part in the popularity of native voice calling.

With both Microsoft and Zoom having strong AI capabilities, it will be important for providers to be able to leverage these as a part of their voice solutions.

# Some of the effects we see AI having on the industry -

Voice-interactive AI assistance will become a major driving factor in the use of business telephony

Leveraging the content and creativity of conversations will drive business growth and innovation

Increasing compliance obligations will necessitate ownership of the call controller and mobile service

Whether you're looking to leverage the power of AI, looking to add mobility and SIMs to your UCaaS offering or looking for a path to provide a simple integrated voice solution get in touch to see what the future of communications may hold for you
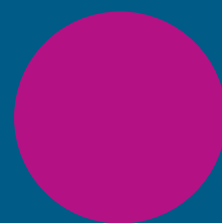
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