



The new approach to CX: Zoom vs. legacy providers



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Introduction

Despite record investment in AI and CX technology, customer experience scores are declining. **Forrester's 2025 CX Index** found one in four U.S. brands saw a drop in CX quality this year. The reason is simple: most providers pile on features and integrations instead of fixing the journey. That creates complexity, silos, and higher costs – which are especially painful for organizations with limited budgets and resources.



How legacy providers approach CX

Genesys, NiCE, and Five9 are widely recognized names in CX. But their platforms were built in another era and expanded by layering on channels, analytics, and AI. On paper, this looks like innovation. In practice, it creates fragmented experiences and drives up cost.

Genesys Cloud CX

Genesys is widely adopted and offers strong orchestration and global scale. But its legacy model has drawbacks:

- ✓ Self-service and AI deployments often extend beyond initial expectations.
- ✓ Reporting and WEM limitations frequently drive customers to AppFoundry partners or third-party tools to close gaps.
- ✓ Some AI functions are tied to usage via the tokens-based model; if your usage exceeds allocated tokens, you may incur additional costs.
- ✓ Other advanced AI features are accessible only in higher-priced license tiers, which may slow down adoption for teams without budget flexibility.
- ✓ Innovation is constrained by legacy architecture. While Genesys continues to expand its portfolio, many updates are layered onto existing systems, requiring integrations or partner solutions.

These challenges add friction for companies without large IT resources, driving up costs and slowing adoption.

NiCE CXOne MPower

NiCE is praised for its ability to scale and an automation-first vision. Yet customers often encounter:

- ✓ Complex deployments and longer AI rollout times, with customers reporting that implementations and AI projects often extend beyond initial expectations.
- ✓ Troubleshooting and configuration require deeper technical skills, creating ongoing friction for admins and agents.
- ✓ Support challenges for midsize organizations. NiCE has historically focused on large, multinational deployments.
- ✓ Heavy reliance on proprietary data for AI, which can limit flexibility and increase ecosystem dependence.
- ✓ Innovation constrained by legacy architecture. While NiCE continues to expand capabilities, many enhancements are layered onto existing systems, adding complexity rather than reducing it.

NiCE's automation-first vision comes with trade-offs around complexity, services reliance, and less flexibility for midsize organizations trying to move fast.

Five9 Intelligent CX

Five9 has built a reputation for reliability and solid UCaaS connectors. But its approach still shows the limitations of a legacy model:

- ✓ No native video channel and limited collaboration features, forcing reliance on external platforms for richer engagement.
- ✓ Disjointed UCaaS integration instead of unified UC + CC on a single platform.
- ✓ AI and automation capabilities are still maturing, often delivered through add-ons rather than being natively built into the platform.
- ✓ Pricing grows more complex at scale, with consumption-based models that make forecasting costs harder.
- ✓ Innovation constrained by a partnership-heavy model. Many new capabilities are introduced through external partnerships rather than delivered natively, which slows integration and consistency.

Five9's voice-first strengths are offset by limited native channels, growing cost complexity, and reliance on partners for innovation, which make it harder for customers to deliver a truly connected experience.

Zoom CX vs. legacy providers

What matters most	Legacy providers	Zoom CX
Platform approach	Separate UCaaS and CCaaS; rely on third-party UCaaS integrations that add complexity.	One unified platform: UCaaS, CCaaS, AI, and insights natively integrated, with the option to connect to Microsoft Teams.
AI	Often gated behind premium tiers or delayed in deployment. AI tools are layered on top of existing platforms. No native ability to evaluate both human and virtual agent performance.	Native AI is included at every tier. Agentic AI is built into the journey, with Automated Quality Management that consistently scores both human and virtual agents.
Deployment and management	Complex implementations often require professional services and extended training cycles.	Simplified setup and intuitive admin tools. Open platform integrates seamlessly with CRM, WFM, and other business apps.
Agent and admin experience	Fragmented tools with different interfaces. Limited or no native video.	Consistent, simple experience across channels with native video and chat as full channels.
Value and cost	Higher TCO due to integration costs, professional services, and consumption-based AI.	Transparent bundles with AI included at every level. Lower, predictable TCO with no surprise charges.
Back office access	Market “expert access” features but usually require additional integrations.	Native UCaaS + CCaaS integration makes back-office experts immediately available in the customer journey.
Innovation and scale	Incremental updates constrained by legacy architectures and reliance on acquisitions or partner modules.	Modern, cloud-native platform with rapid innovation and heavy R&D investment in AI.

The bottom line: Why Zoom CX is different

Legacy providers have helped many enterprises, but their siloed, services-heavy models create complexity, variable costs, and a slower time to value.

Zoom CX takes a different approach. We built one unified, AI-native platform where UCaaS, CCaaS, and insights come together by design. It's open and flexible, so it works with the systems you already use. It's intuitive, so teams can manage it without having to rely on outside services to help with implementation. And it's connection-first, so every customer interaction feels seamless and consistent.

AI is the enabler. Connection is the differentiator. That's how you move beyond features and deliver experiences that truly set your brand apart.



**Ready to evaluate Zoom CX
for your business?**

Talk with our team about integration options, customer references, and a tailored proof of concept.

[Get started](#)

Competitor information presented here is drawn from publicly available sources as of September 2025. Features, capabilities, and pricing may change over time. Please verify details directly with each provider.

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