



Whitepaper

What is VoicelQ?

VoicelQ is the AI phone system for everyone in your company.

VoicelQ integrates with your CRM in minutes. It continuously learns when your customers take calls and ensures your teams make contact when it suits your customers - call connections increase like magic. During conversations, VoicelQ's AI listens for buying signals, complaints, expressions of GDPR consent and other topics that are triggers for action in your business. Spot a buying signal? VoicelQ will create an opportunity in your CRM. Spot a complaint? VoicelQ creates a case and escalates to a customer service rep - automatically and in real-time.

VoicelQ listens to every conversation and creates dashboards that plainly show why you're smashing some campaigns while others are struggling. Do customers complain during a campaign call? VoicelQ detects these and tells you that your campaign is at risk. Are new hires missing sales opportunities? VoicelQ steps in and ensures revenue isn't falling through the cracks. Are customer service reps placating customers during support calls? Let's recognise and reward them.

VoicelQ removes friction from the end-to-end process of making and receiving calls. It is your always-available coach for every employee, giving assistance on the fly and highlighting where there is need for additional (human) coaching. VoicelQ removes the burden of note taking, updating the CRM, kicking off escalations - it takes care of the minutiae while your teams focus on smashing their targets.

Introduction

With science and technology pushing deep into the fourth industrial revolution of networks, IoT and intelligence, many businesses remain stuck with heavy reliance on legacy computer systems and human driven decisions. In an era of artificial intelligence (AI), machine learning, big data, deep learning and natural language processing it is more apparent than ever, that systems which think, learn and improve themselves will enhance our lives and more importantly, the companies that use them will dominate markets.

These systems are under accelerated development with companies like VoicelQ at the leading edge. AI and the facets it encompasses, allow businesses to save time and money by;

- automating routine and complex tasks, increasing productivity and operating efficiency, speeding up business decisions, avoiding mistakes and human error,
- personalising customer experiences, using big data to grow customer bases, and growing expertise through intelligent analysis of employee behaviours.

So profound are these benefits, the uptake of AI into business systems has increased dramatically over the last couple of years, with many companies already experiencing significant time and cost savings as well as increased revenue. Indeed, within the Salesforce ecosystem alone, 77% of Salesforce customers who already use AI expect to increase their investment in AI and 59% of C-level executives expect to purchase AI or platforms that have embedded AI capabilities¹.

The world's best companies are embracing the increasing necessity for smarter, faster decision-making by embedding AI capabilities into their CRM across the entire organization and are experiencing a return on intelligence investment. This whitepaper examines how companies can dramatically increase the efficiency of outbound calling by using VoicelQ's intelligent communication platform.

The Enterprise Phone Problem

VoicelQ has created an AI solution which offers immediate impact for enterprises by revolutionising voice telephony. As the most powerful method of selling, marketing to or servicing a customer, enterprise telephony is in desperate need of a technological overhaul.

¹

The State of Salesforce (2018)
Bluewolf, IBM

For decades business phones have done little more than let employees dial phone numbers with no CRM integration, process or intelligence. In exceptional cases, companies have invested millions to make telephony more relevant to their business processes. However, typically, this investment is made solely to the contact centre, and ignores the majority of employees.

Where company-wide telephony solutions do exist, they lack integration, process or intelligence and have substantial financial, labour and time implications. With hardware upgrades, training and installation fees, it is not uncommon for on-site PBX systems to cost up to \$1000 per user for installation alone².

The VoicelQ Solution

Having recognised existing telephony solutions as being outdated and expensive, at first we thought, why don't we build a system that gives call centre level capabilities to everyone? But then we thought, wait, why don't we do more than that? Why don't we deliver a calling experience that is so unrecognizably better than what is available today that it completely reshapes the way you do business with your customers.

This is why we created VoicelQ, a system that integrates with your CRM in minutes, a system that takes control and coordinates who in your organization is calling into your customers, a system that constantly learns when your customers are available to take calls, which numbers they are most receptive on and then advises callers using detailed call insights. VoicelQ raises your call connection rates, ensures every call benefits the caller and the customer, and delivers detailed management insights that continuously improves how you engage with your customers.

All these benefits are delivered through a unique combination of features and tools that ensure success for any business.

1. Predictive call scheduling

[Call customers at a time convenient for them. No more voicemail!](#)

Your customers don't share their calendars with you, so we created machine learning algorithms that can infer customer availability. VoicelQ's machine learning algorithms monitor historic and ongoing call patterns to decipher when the best times to call a customer are. VoicelQ then uses this information, combined with user's calendar integration and submitted working hours, to optimise each user's call schedule. The result? Employees are no longer met with voicemails and can spend more time making successful calls with meaningful results.

2. Call Bookmarking and Automated Actions

[Assess and process customer needs like an expert](#)

Next best action or NBA has the potential to add huge productivity gains but so far it has been a call centre only technology and even then implementations have fallen short of the promise - often because "rules engine" based NBA lacks flexibility and is onerous to maintain. VoicelQ's NLP (natural language processing) can do so much more than simply transcribe conversations, VoicelQ's Natural Language Processing technology automatically 'bookmarks' important aspects of conversation and suggests follow up actions to automatically capture complaints, cross-sell opportunities, contact information, compliance risks, as well as many more. For example, If a customer asks for a discount on a bundle, VoicelQ bookmarks that as a buying intent and recommends the creation of an opportunity or quote that is automatically created in the CRM. Intents can be mapped to configurable actions and machine learning ensures that these intents are relevant and accurate. Thus employees are able to conclude successful calls quicker, and with higher satisfaction from their customers.

for words or phrases relevant to your business. For example, you may want VoicelQ to bookmark when customers mention competitors and follow up with a targeted competitive marketing campaign.

3. Advanced Analytics

Make informed decisions about how to maximise business efficiency

Connecting directly to your CRM and harnessing the power of AI, VoicelQ's phone system offers unrivalled deep analytics to aid and guide decisions across all departments of your company. Through customisable dashboards and reports, VoicelQ delivers analytics on your entire company's calling operations, Sales dashboards show how you can increase sales by changing call behavior, how much closer you're getting to achieving quota based on the calls you're making and which calls you should be making to speed up quota attainment. In Customer Service, dashboards show which customers require closer engagement by revealing who calls in most often, which areas of business require improvement by collecting the most common complaints, and how effective support operations are by assessing the number of

calls it takes to resolve cases. VoicelQ also relates call analytics to call cost, enabling you to see whether significant investment in call time and therefore cost, is translating to successful sales and resolved cases.

4. Team Collaboration

Collaborate like a pro and never miss a call

A big problem for many organisations, is the uncoordinated calling efforts from employees to customers, occasionally resulting in bombarding the same customer with multiple calls from the same company. At best this is annoying for the customer, but the wider ramifications include harm to your brand perception, your inability to cross/up-sell, missed opportunity through a lack of internal coordination and then throughout all of this you're tying up valuable company resources. With VoicelQ, every user has their own call plan which can be added to by colleagues, managers, partners and even automated CRM workflows. With company-wide oversight, VoicelQ manages all your businesses outbound calls in a single enterprise schedule - this enables the following;

- Everyone has visibility of upcoming calls
- Calls to certain customer groups are spread out over a period that make sense for that customer
- VoicelQ prioritizes who gets to call certain customers e.g. if there's an open support issue in your CRM then prioritise customer service

In this way, VoicelQ ensures that the customer's needs are put first, resulting in your business delivering on its objectives through contact that is strategic and easily enforced.

5. CRM Integration

Be prepared for every call and remove time-consuming admin

We know that for 46% of the C-Suite, the most important factor when implementing a new CRM initiative is implementation time¹. We have made sure that VoicelQ connects to your CRM in minutes, allowing users to make intelligence based calls without delay. Once connected, each user simply signs in to VoicelQ with their CRM credentials and can do so from their mobile, tablet or desktop. VoicelQ's CRM integration ensures that all calls, recordings, transcripts and notes are automatically logged to the relevant CRM records. Furthermore, VoicelQ seamlessly integrates with

CRM campaigns and workflows to automate repetitive and time-consuming tasks. The deep CRM integration culminates in the collection of previously lost key metrics to create customisable dashboards.

6. Intelligent Call Allocation

[Remove the burden of manual call allocation and save time for what you and your teams do best](#)

Adding multiple contacts to a team's call plan couldn't be easier with VoicelQ. Add contact groups and campaign members to a team's call plan with the simple click of a button from within your CRM. VoicelQ's intelligent allocation algorithms distribute the calls to each of your team members based on factors including mutual availability, previous call success, average call sentiment, and personality matching. In this way, VoicelQ accurately allocates calls to the employee with the highest probability of having a successful call result, saving time and exponentially improving campaign success.

7. Automated Data Correction

[Automatically correct bad data and maintain GDPR compliance with ease](#)

In a post GDPR world businesses can no longer rely on 3rd party data suppliers to provide enriched and corrected data, yet customer expectation changes with such speed that the need to be scalpel sharp in how you target your customers is more relevant now than ever before. Companies need to leverage the data they already have and implement systems that can identify and validate good data as a natural consequence of doing business i.e. without extra effort. Once identified, good data should be propagated to all of your enterprise systems so that every process in your business is firing on all cylinders.

In this age of 'big data', the problem of 'bad data' has become more prominent and can directly impact on a company's revenue. Indeed up to 12% of revenue losses can be attributed to bad data. With VoicelQ's 'automatic data correction', bad data no longer stops you from reaching customers. VoicelQ uses AI to correct bad phone numbers and to recommend the best phone number on which to call a customer. We do this by observing the interactions between your employees and customers. For example, phone number profiling allows us to understand if a number is dead, or often goes to voicemail, or if a number connects we score the quality of the conversation and use this to advise callers across your entire business. Not only does this save significant time by reducing the chances of contacting a lead with incorrect data, but it also ensures compliance with the Data Protection Act's fourth principle of ensuring personal data is accurate. VoicelQ, a system that keeps salespeople, DPOs and customers happy.

8. Inbound and Outbound Calling

[Global and scalable telephony infrastructure that grows with you](#)

For 21st century business, international and instant communication is expected by customers - slow responses and poor quality phone conversations can eradicate your customers loyalty almost immediately. Our global telephony network with an average uptime of 99.9%, enables you to reach and be reached by customers all over the world. Additionally, to ensure seamless continuity, VoicelQ integrates with your existing phone numbers - no need for your customers to learn yet another new number.

9. Call Recording and Transcribing

[Comply with regulation, reduce admin and enhance training](#)

Doing the paperwork can sometimes take the fun out of business - taking notes during a call, writing them up and saving them against CRM records, and manually capturing

a task so that it shows up on activity reports. It's vital for building lasting customer relationships and business performance management, but VoicelQ automates all of this. All conversations are recorded and then exposed to VoicelQ's NLP to transcribe spoken conversations to text. Both the recording and transcription is made available for review in VoicelQ and against the call record in your CRM. Not only does this save time for the employee making the calls (who is now free to concentrate 100% on the call rather than taking notes) but also colleagues who, after a quick browse, can understand what has previously been discussed with the customer. Recordings and transcriptions are also related to call success, creating an effective training tool for novice callers.

10. Enterprise API

[Integrate VoicelQ with all your business systems](#)

We know that across your business, many different tools will be used to cater for the various job roles and departments. Our Enterprise API allows you to create powerful, custom integrations between VoicelQ and your entire suite of business systems. Automatically create follow up calls during live text chats with customers, post call reminders into internal workplace communication platforms, embed call schedule links into email signatures and websites. If you can imagine it, our API can do it!

11. Conversation Analytics

[Cut through the noise and get a true understanding of your customers' needs](#)

Our NLP analyses the sentiment and content of all conversations to offer unique insights back to users. In real-time, VoicelQ can understand intent, mood and sentiment of both call participants, giving you unprecedented insight into how customers are really feeling. With this game-changing information, we enable you to relate conversation analytics to call outcomes and discover what makes a successful call, creating a powerful learning engine for novice or low performing agents.

12. Call Note taking

[No more frantic scribbling and post call stress](#)

Not only do we transcribe and record all conversations, we have also embedded an intuitive note taking element inside the application. This allows employees to type additional notes that may not be picked up during actual conversation and automatically save them against the call record within VoicelQ and your CRM.

Business Benefits

With over 90% of all customer interaction occurring over the phone³, supercharging the way your company communicates with customers will provide instant and powerful performance gains.

Ease of use

VoicelQ has been built solely with the end user in mind. Every interface and action has been carefully designed with the intention that your employees can be using VoicelQ to its maximum potential within minutes of signing in, and with AI technologies expected to increase business productivity by up to 40%⁴, why delay?

Furthermore, VoicelQ has been intelligently designed for optimised working on mobile, tablet and desktop, giving your employees the flexibility to work wherever they need with the power of VoicelQ at their disposal. With half of the UK workforce expected to work remotely by 2020⁵, VoicelQ will ensure your company maintains highly effective communication, wherever your employees are.

Regulatory Compliance

We understand the strict need for complete regulatory compliance and have built VoicelQ to operate with complete compliance with the Data Protection Act and General Data Protection Regulation (GDPR). Our technology is built with adherence to opt in permissions and ensures complete encryption and secure storage of all employee and customer data. Indeed, the system infrastructure has been built to operate on site with your company's servers or hosted by VoicelQ.

Speed of implementation

VoicelQ can be up and running within your company in a matter of minutes, without the need for desk phones or PBX infrastructure. Our platform can also integrate with your existing telephony system if you prefer to use your own voice platform. Built in tutorials introduce first time users to the system so that they can be up and running within a day.

Summary

Using VoicelQ, your company will benefit from a calling experience that is so unrecognizably better than what is available today that it completely reshapes the way you do business with your customers.

Get a quantum leap advantage. Get VoicelQ

For additional information about VoicelQ, please visit our website or contact the team at team@voicelq.ai

voicelq.ai

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[Salesforce.com](https://www.salesforce.com)

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<https://www.forbes.com/sites/louiscolombus/2017/06/22/artificial-intelligence-will-enable-38-profit-gains-by-2035/#27d1bf3d1969>

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<https://smallbusiness.co.uk/half-uk-workforce-remotely-2020-2540827/>