
Aculab and Pulse CXM (Dotlines Group)

Solutions in
communications to
enhance customer
experiences



Dotlines Group is focused on humanizing the day-to-day customer experiences for enterprises. The group has a diversified interest in areas where meaningful contributions can be made for the betterment of lives.

Pulse CXM is a proprietary communications platform that enables the design, delivery, and reporting of omni-channels such as Voice, SMS, AI chatbots, Visual IVR.

Introduction

“In SE Asia, where every player is out to gain market share with similar products, only customer service can differentiate brands from one another” – Hasan Mehdi, Executive Director of Dotlines Group

South East Asia has seen exponential growth in the the mobile technology market over the past decade. With nearly 500 million new mobile subscribers added since 2014, the region is one of the fastest growing in the world and home to over half of total global subscribers.

Pulse CXM (Dotlines Group) encompasses this market, and beyond, working across SE Asia, the Middle East, and the Americas. Founded in 2003 in Singapore, Dotlines Group has more than 100 enterprise customers spread across 6 regions in SE Asia.



For other uses of voice biometrics in industry

Follow the link below



“Aculab’s toolkit provided us the perfect mechanism for integration. Pulse CXM is built to accommodate numerous plug-ins for enterprises to use, and Voice Biometrics is the newest offer.”- Hasan Mehdi, Executive Director of Dotlines Group.



Accessibility

Despite the huge uptake in mobile technologies, a large percentage of the SE Asian population (up to 77%) are not connected to mobile internet. This makes aspects of certain Identification and Verification (ID&V) processes, such as push notifications and email verification, challenging for the end-users.

VoiSentry by Aculab is therefore an integral part of Dotlines key goal to make these emerging technologies accessible for all, allowing anyone with a phone line to verify their identity, quickly and securely.

“Pulse CXM's voice channels now have another product-market-fit proposition to serve Enterprises in the SE Asia market, where mobile technology has astounding growth. The VoiSentry biometric engine together with Pulse CXM is therefore strategically positioned to bring about greater operational efficiency for our esteemed customers.”- Syed Kamrul Arefin Zihad, Head of Digital Services

The Solution

With such astounding growth in the SE Asian market, humanising the day-to-day customer experience (CX) is an ever more challenging task. Currently, **80% of contact centres** believe they don't deliver a CX that matches brand promises. However, using Aculab's VoiSentry, Pulse CXM can dramatically **reduce verification time by up to 2/3**, meaning more time for call centre agents to spend with customers to create exemplary customer service interactions.



About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

For more information

To learn more about VoiSentry and Aculab's extensive telephony solutions visit:

www.aculab.com

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