
Why use voice?

The benefits of adding voice to your appointment reminder platform



Introduction

If you are using SMS as the only channel for your outbound broadcast service, you might wonder what benefit adding voice to your platform could bring to your bottom line. Using SMS exclusively means your company could be missing out on a number of potential revenue streams.

Demographic surveys show that, as the age of a person increases, they are less likely to use SMS. For example, 97% of Americans in the 18-29 age bracket use SMS, but this drops to only 75% for the 50-64 age group. So, you may be losing 'reach' by offering SMS as the only communication channel to your customers [1].

1. The High Demand for Customer Service via Text Message: <https://www.pewresearch.org/internet/2013/09/19/additional-demographic-analysis/>

Why use voice?

The benefits of adding voice to your appointment reminder platform

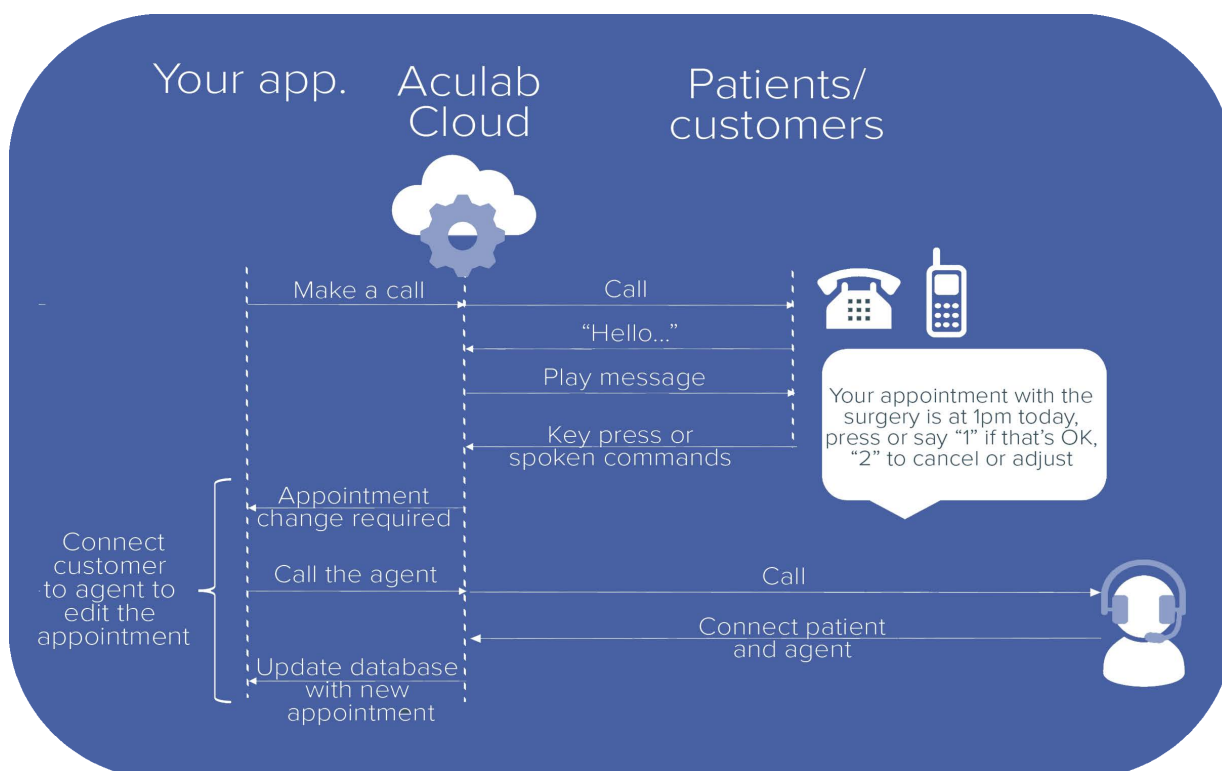
“Using SMS exclusively means your company could be missing out on a number of potential revenue streams.”

”

Advantages of voice

- Text messages can feel impersonal and sometimes be misinterpreted by the end user. With voice, you can record your own prompts or create messages using our leading-edge multilingual Text-To-Speech. Using voice allows you to emphasise words, change pitch and volume, and even use different voices for different areas, purposes or markets.
- Making a voice call to your customers allows them to respond in real time and, unlike SMS, for no additional charge. It can improve response rates.
- Voice calls allow for an interactive experience. Having the option to talk with a real person can help solve any problems the user is facing. Also, the call to an agent is free to the end user.
- Adding voice gives you another communication channel, helping to increase the chance of getting through to your end users.

How does voice calling work?



Why use voice?

The benefits of adding voice to your appointment reminder platform

An application has access to our entire suite of features. The most useful ones for outbound voice calling are:

Text-To-Speech (TTS): Our leading edge multilingual TTS allows your application to speak to the person it called. This is especially useful in cases where the message is different for each campaign, for example on school snow days. Our TTS is easy to use, allowing you to concentrate on writing the application. Speech can also be modified to accent, emphasise or even say words differently using the Speech Synthesis Markup Language (SSML). To browse the TTS languages available and hear the voices for yourself, try our TTS page: <https://www.aculab.com/cloud/guides/text-to-speech>.



Dual-Tone-Multi-Frequency (DTMF): Your application can respond to the user pressing a button on their phone keypad. For example, your application might ask them to press '3' to talk with an agent.



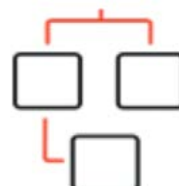
Automatic-Speech-Recognition (ASR): This allows your application to recognise spoken words. Using neural network models, we can support over 120 different languages for recognition of speech responses from the user. For example, having played the message, the application might invite the user to talk to an agent by saying 'agent'.



Answering-Machine-Detection (AMD): Your application can determine if the call has been answered by a person, voicemail system or fax machine. Then it can decide on the best course of action. For example, if it's a voicemail system, it could hang up and call again later or it could leave a message. Our AMD has been developed over decades and is one of the best in the industry.



Interactive Voice Response (IVR): This allows your application to create voice menu systems quickly and simply. After playing a message to a user, you might ask them to confirm they have understood it, or if they would like to speak to an agent or even listen to the message again. Your application can handle answers given either as DTMF button presses or spoken naturally.



“ 97% of Americans in the 18-29 age bracket use SMS, but this drops to only 75% for the 50-64 age group. So, you may be losing ‘reach’ by offering SMS as the only communication channel to your customers.”

“Text messages can feel impersonal and sometimes be misinterpreted by the end user.”

Why use voice?

The benefits of adding voice to your appointment reminder platform

“Voice calls allow for an interactive experience”

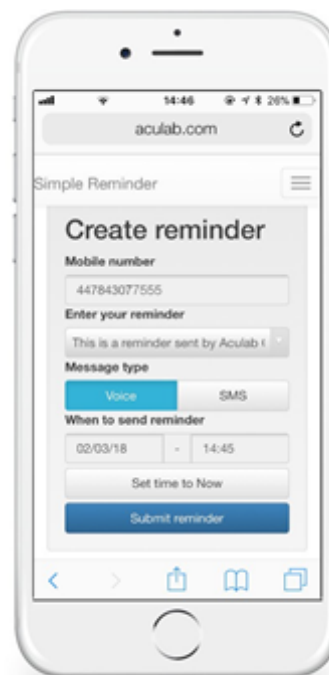
“Our leading edge multilingual Text-To-Speech (TTS) allows your application to speak to the person it called”

Can I see it in action?

We have an interactive online demo available for you to try out some of the features listed above. You will need some login credentials created for you before you can access the website. Talk to your Account Manager or email sales@aculab.com to request access.

The interactive demo allows you to:

- Make a voice call or send an SMS message to a particular number.
- Interact with a voice call, including confirming that the message has been understood.



What do I do next?

If you haven't already done so, sign up for an account on the website (<https://cloud.aculab.com>). You can then follow the Quickstart Guide after logging in to help guide you in making your first call with Aculab Cloud. From there you can download our software to easily create your application in a number of popular language wrappers, such as PHP, .Net, Python and Java. Documentation and examples are supplied on the main Aculab website (<https://www.aculab.com>).

Our cloud team are available for any questions you may have in developing your application. Our consultants are also able to handle any programming requirements you may have to reduce your time to market and provide the opportunity for additional revenue streams – contact us today.

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 Aculab Cloud and Aculab's extensive telephony solutions visit:
www.aculab.com

Contact us

Phone

+44 (0) 1908 273800 (UK)

+1 (781) 352 3550 (USA)

Email

info@aculab.com

sales@aculab.com

support@aculab.com

Social

 [@aculab](https://twitter.com/aculab)

 [aculab](https://www.linkedin.com/company/aculab)