OCTA chooses Aculab for enhanced Answering Machine Detection

Introduction

OCTA integrates AI-Driven Answering Machine Detection from Aculab to classify if the call is answered by a human or an answering machine rapidly and reliably.

The Story of OCTA

OCTA is a cloud-based omnichannel messaging platform founded in 2020 that instantly empowers organisations to contact, connect and communicate with their customers and the people that matter most in a more engaging way.

Why OCTA Chose Aculab

After facing a number of challenges, OCTA was recommended to get in touch with the team at Aculab. They were happy with the communication and the pricing strategy offered by Aculab and proceeded to a successful conclusion.

The Challenge OCTA was Facing

Meeting in-country regulations and increasing customer satisfaction was a priority for OCTA to provide high value to their customers. The original software they were using, Asterisk, did not meet their requirements. This gave them the incentive to find something new and innovative and Aculab were able to provide this.

Answering Machine Detection (AMD) systems distinguish between calls answered by live humans and automated response systems.
AMD provides a critical part of OCTA's end user solution. They were previously using the standard answering machine detection built into Asterisk. This was not delivering the required detection speed and accuracy. The system led to situations where an automated message saying, "sorry we missed you", was played to a live person answering the call, or an agent was incorrectly connected to an answering machine or voicemail. This would cause frustration and waste both customer and agent time, delivering sub-par service as well as risking regulatory penalties.
OCTA needed an AMD system they could trust, and selecting AI-Driven Answering Machine Detection (AI AMD) from Aculab was their chosen way forward.

How Aculab Provided the Right Solution

Backed by a team of highly experienced engineers, Aculab empowers communication system developers and providers around the world. The AI AMD solution is trained on tens of thousands of audio files, yielding unrivaled accuracy of virtually 100%. AI AMD detects the end of the voicemail prompt or announcement, giving you the freedom to leave a message at the correct time. The system can further classify the recipient as residential or business, according to the way the call is answered.
The AI AMD solution offered easy integration into OCTA's existing Asterisk system, enabling them to improve the overall service they provide to their customers.

The Results

OCTA were happy with the service that they are receiving from Aculab and they have seen improvements in service to their customers since switching.

"We have been very impressed with the service we have received from Aculab, from initial conversations, through to pricing and sign up/onboarding.

The technology and service they have provided us has reduced our call fail rate significantly, and improved the service we can offer to our clients.", Chris Smith, CEO and Co-Founder at OCTA

Talk to an Expert on AI-AMD

Follow the icon below

See How Aculab Can Help

If you would like to see similar results for your business, get in touch with one of our experts today to begin transforming your customer experience.

https://www.aculab.com/answering-machine-detection/

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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:

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