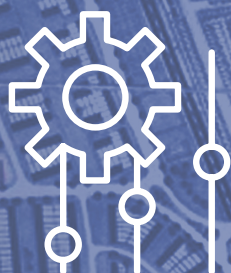


Aculab and Voicescape

Solutions in joint
orchestration for
Property Management



Voicescape is a UK-based technology company combining behavioural science, data analysis and technology to help social landlords develop more effective tenant engagement and sustained tenancies.

Voicescape's offering uses Aculab Cloud as its CPaaS engine, which works to place mass outbound calls, and routes payments to PCI compliant systems, all within a local cloud architecture

STUDY OF 2 NEIGHBOURHOODS
EACH OF 8000 POPULATION
IN THE INNER URBAN AREA

75% OF THE PEOPLE IN 2 STOREY FLATS
25% OF THE PEOPLE IN 10 STOREY FLATS

-  HOUSES & GARDENS
-  SCHOOLS
-  COMMUNITY BUILDINGS
-  SHOPS
-  GARAGES

SERVICE INDUSTRY

PUBLIC OPEN SPACE

EXISTING ROADS / USED / ABANDONED / PROJECTED

SCHOOL PLAYING FIELDS

NURSERY SCHOOL

COMMUNITY CENTRE

CINEMA

ACRES PERSONS

2 STOREY HOUSES 1420 12165

10 STOREY FLATS 203 4055

SCHOOLS 174

SHOPS & COMMERCIAL 78

PARKING 60

GRAND TOTAL 2650 16290

SERVICE INDUSTRY 653 EXCLUDED

MAIN ROADS 2182 DENSITY 6

Introduction

Voicescape's "Sustainable Tenancies"

Voicescape were looking to provide a communications solution for social landlords that had both functionality for the landlord, and tenant satisfaction in mind.

This meant providing a suite of engagement technologies for the social housing sector that enables simple, fast and constructive landlord-tenant communications.

Social Housing Landlords are looking to maintain a steady income, but not at the expense of the wellbeing of the tenants for whom they are responsible. This leads to the ethos of **"sustainable tenancies"**, which Voicescape facilitates by helping landlords foster the type of communication that builds trust, and brings a sense of security for the tenant. All of these markers go toward the tenant feeling listened and responded to, rather than simply feeling like a customer in a one-way transaction.

There are numerous day-to-day interactions that take place between tenants and landlords that can have an impact on the sustainability of tenancies - for example, when planned maintenance is due to take place, gas safety checks are due, ad-hoc resources and assistance are being offered, or when the landlord needs to collect rent arrears.

The communications technology that underlies the landlord-tenant relationship should therefore be scaled to deliver messages quickly and easily, to individuals or large groups of recipients, and be highly responsive to the individual needs of tenants. In this way, Voicescape helps social landlords to sustain tenancies through better engagement around the main touch-points of the tenant-landlord relationship.



Collections

Designed to maximise tenant engagement for rent arrears collection, generate operational efficiencies and mitigate risks associated with Universal Credit

Compliance

Created to help social landlords meet their statutory obligations around property maintenance.

Feedback

A service that allows landlords to use multi-modal engagement to keep their finger on the pulse in regards to satisfaction and gain immediate feedback.

Wellbeing

An automated platform to reach all residents at their desired time, through their preferred method of contact, while identifying those who require assistance.

Social Housing Management Software for Tenants | Voicescape

The communications needs of modern social landlords are multi-faceted and complex. There is no 'one size fits all' communications strategy for the landlord-tenant relationship, because of the diverse needs and demographics of the client base. This means that communications services really benefit from having adaptable functionality, being highly reliable, and operating on devices used every day- on channels such as Voice and SMS.

This is where **Aculab Cloud** plays its part.

Voicescape & Aculab Cloud: SaaS + CPaaS

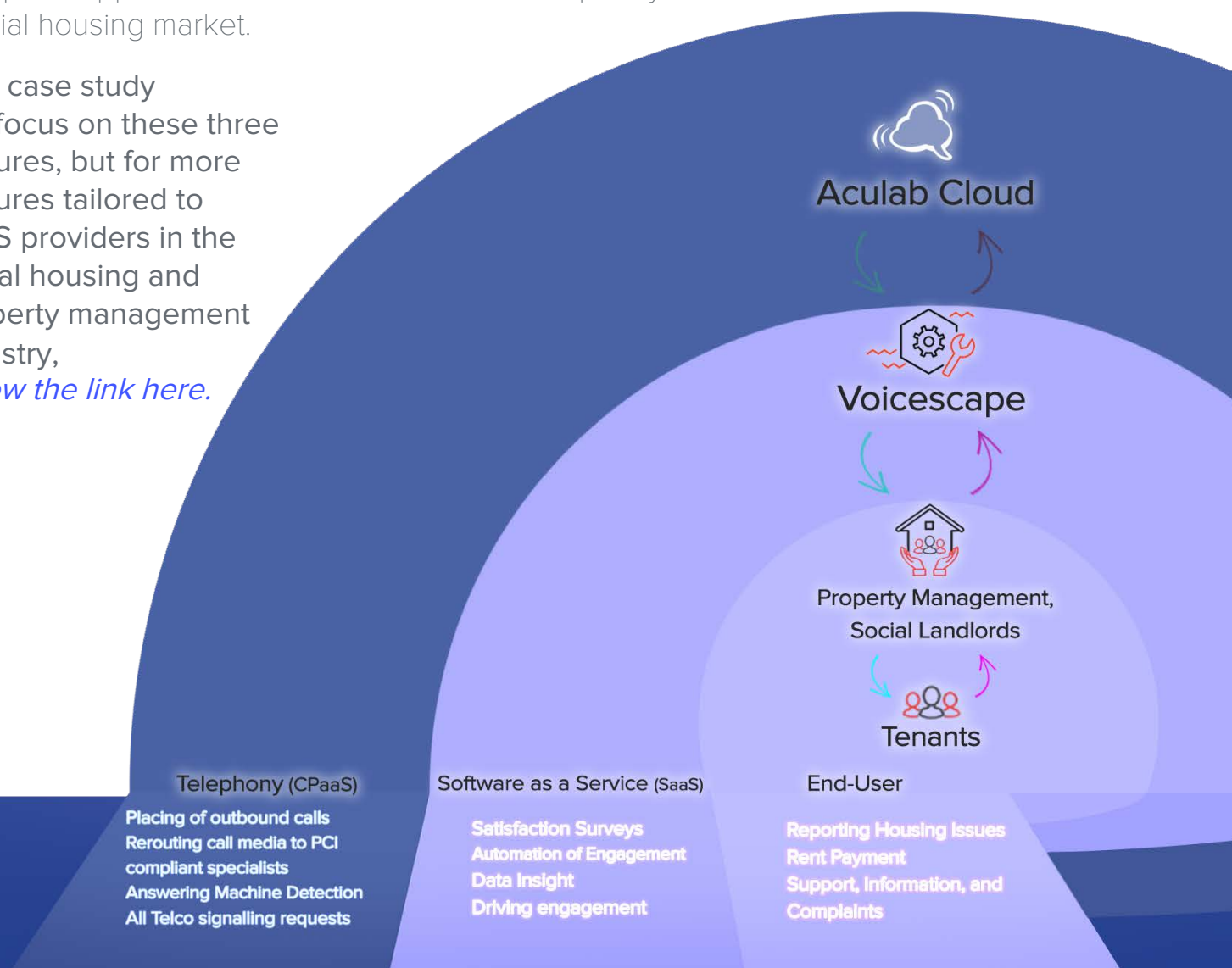
Aculab Cloud was developed, and is managed by, highly experienced and dedicated engineers, offering dedicated support whenever needed. Aculab has been working in harmony with Voicescape to provide a telephony engine that really works for Voicescape's SaaS (Software as a Service) provisioning.

By leveraging Aculab's specialism in the CPaaS (Communications Platform as a Service) sector, Voicescape were able to provide the best automated services to their customers in line with their goals and aims, and outsource all of their telephony requirements - meaning no on-site servers, and the peace of mind which comes from dedicated engineers looking after their telephony.

Aculab Cloud is the engine under the hood - it provides Voicescape with best-in-class PCI compliance integration, Aculab's highly accurate, AI Answering Machine Detection technology, and Local Cloud functionality.

From the start, Aculab's engineers worked with Voicescape to design and implement a bespoke application to handle the diverse telephony needs of the social housing market.

This case study will focus on these three features, but for more features tailored to SaaS providers in the social housing and property management industry, [follow the link here](#).



Selected features of Aculab Cloud tailored for Property Management

Integrated PCI Compliance

Aculab is a company with a deep history in PCI compliance integration - its engineers were one of the first to develop, test, and release the underlying processes and techniques for PCI compliance, which have been successfully deployed across multiple different industries and solutions.

In this instance, one of Voicescape's primary activities is to facilitate easy rent-arrears payments. This requires compliance to strict Payment Card Industry (PCI) regulations. Payment processes are all the more important, because they are one of the more resource intensive and critical touchpoints in the landlord-tenant relationship.

They have the potential to impact upon tenant experience, tenant satisfaction and thus, the overall quality and the sustainability of tenancies.

So, when landlords' contact agents ask the tenant to enter their sensitive payment information, Voicescape's application asks Aculab Cloud to control the media switching, where the call can be redirected to a PCI compliant payments specialist. The tenant can then enter their details safely, with peace of mind.

Aculab Cloud's mechanics mean that that when requested by the API, the call is connected quickly, and made highly secure. Sensitive information is not stored.

This means that Voicescape's customers can be safe in the knowledge that the telecoms processes surrounding their tenant engagement are highly reliable, secure, and keep their tenant payments details safe from fraud.

Aculab holds certificates for both ISO27001 and ISO9001, which means that the highest international standards of data privacy, security and customer service are embedded into company practice.



AI Answering Machine Detection (AMD): Neural Network Functionality

Another central aspect of Voicescape's offering is the ability to place high volumes of outbound calls to tenants, on behalf of social landlords. Whether it is to get in touch personally, organise repair or maintenance, or to simply deliver a timely message to the tenant, using voice and SMS channels are a great way to drive engagement.

Because voice and SMS are channels that operate on handheld devices used every day, the messages sent have a much higher delivery rate and rate of response, than email, or post, for example.

Answering Machine Detection is the tool under the surface that gives landlords the ability to manage what type of message to deliver on an individual level. This is done by the landlord asking the tenant exactly how and when they would like to be contacted, which sets the tone for the relationship. Voicescape's API then processes these requests through Aculab Cloud. When the call is made, Aculab's AMD distinguishes between a live speaker or answering machine, and responds with the social landlord's informed choice of contact style, automatically.

Aculab's highly accurate AMD means that Voicescape's calling agents' time is effectively utilised in speaking with their tenants - and not used to leave answering machine messages.

Using Aculab's Live Speaker/Answering Machine Detection, Voicescape are able to maximise the delivery of their upgraded and automated tenant engagement offering, and provide more features in line with a seamless tenant experience.

The delivery of this service requires a very high accuracy. If this outbound call is misclassified, then the tenant could receive a silent call or the wrong message, which could have negative impact on the landlord-tenant relationship.

In addition, Ofcom is attempting to tackle the problem of silent calls which can be annoying and irritating at the best of times, and potentially frightening for vulnerable residents. With Aculab's highly accurate AMD to correctly distinguish between live humans and answering machines, Voicescape call eventualities are accounted for - meaning silent calls are never placed.

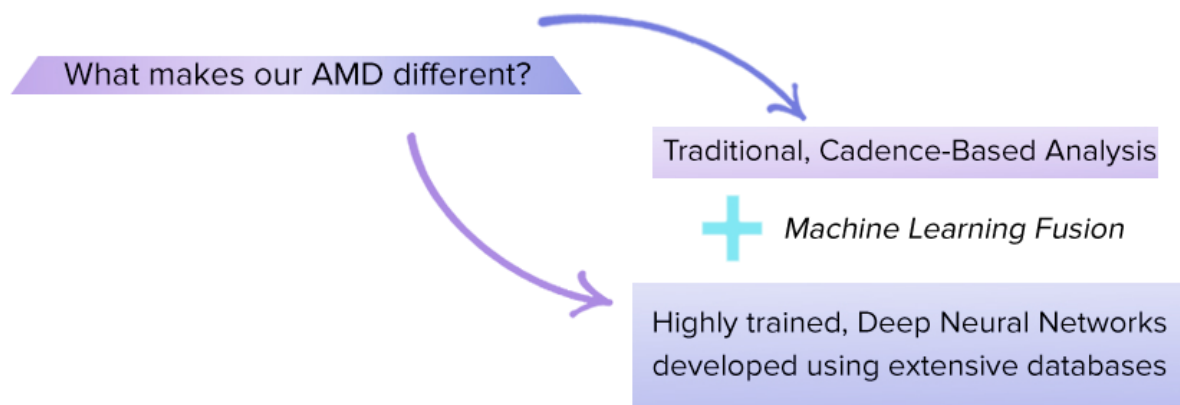
Download our White Paper learn more about the technicalities of Aculab's AMD.



For Ofcom regulations, there is a specified maximum length of time of 2 seconds for the far-end to hear a response to their initial salutation, and an upper limit of 3% set on the allowed percentage of calls perceived as silent, and generally these regulations are becoming tighter.

AI Answering Machine Detection (AMD) contd.

This is where Aculab's best-in-class AI AMD is deployed by Voicescape. It bolsters the high standard of Voicescape's outbound calling, in order to have a positive effect on the overall user experience. Voicescape's compliance with statutory regulations such as these requires an AMD that classifies both quickly and accurately.



Aculab's AMD uses a hybrid approach incorporating established human expertise, within a cutting-edge, bespoke AI framework. This allows it to classify only 1.5 seconds after detection of far-end speech, and to do so with an accuracy in excess of 99%. This allows Ofcom requirements to be not just met, but comfortably exceeded.

This in turn enables Voicescape to make sure the technology they deploy easily achieves compliance, cutting out any risk that could be passed on to their customers.

Local Cloud: Value-added Transparency

One of the major aspects of keeping on top of the legalities surrounding data protection and UK GDPR, is where data servers are hosted. Aculab Cloud is run regionally - giving full control and transparency over to Voicescape over where their calls are handled and the knowledge of exactly where the data of their customers is processed.

Aculab Cloud's Local Cloud feature means that Voicescape can give their clients further peace of mind in the security and compliance of telephone calls that are processed.

Lastly, as we move into the next stage of the digital age, data protection and data sovereignty are higher in the public consciousness as well as higher on the political agenda. Using a feature such as Local Cloud enables Voicescape to keep delivering a high quality, modernised service in line with changing demands.

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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