Whitepaper on VoIP TBS

A Better VoIP Textback Service

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1. Introduction

With the advent of artificial intelligence, it has become increasingly untenable to run a successful and competitive business without the aid and assistance of such tools. Automation can often provide the best results in the use cases of tasks which humans find overly tedious or time-consuming. Proper utilization of AI technology can lead to great benefits for a company, increasing overall productivity and allowing employees to focus on more useful, strategic, or creative tasks.

2. Business Case

Local businesses without sufficient resources to sustain a staff member dedicated to taking phone calls can often find themselves losing potential customers from missed calls. Furthermore, those same businesses may have trouble acquiring services that would allow them to better analyze and capitalize on the calls they already receive. The effect of missing even a small number of calls daily on profit margins cannot be overstated. Should a company manage to respond to all their calls without missing one, it would be a great boon to their business. Should that same company also be able to collect analytics and data on all their calls and then utilize software to interpret that data, it would provide them with valuable insights into their customer base.

3. Problem Statement

Even a small percentage of missed or unreturned calls can lead to a significant impact on the margins of a business. As a company of a small size grows, it only becomes more untenable to use traditional solutions such as a dedicated receptionist or even a call center. These solutions can be costly, cumbersome, and often unsatisfactory to the business owner. The problem is both on the human and machine side. Human resources such as receptionists and call center employees are often unreliable, unobjective, and imperfect with data recollection. Meanwhile, while voicemail services have traditionally been reliable with transcribing or recording calls, they are unable to be flexible in which types of calls they direct without some sort of menu. It is only recently that automation technology has

progressed to the point where we are able to respond to customers' needs fluently using large language models (LLMs).

4. Proposed Solution(s)

We provide a solution to the problem with a comprehensive VoIP Textback Service.

a. Introduction of Solution

By leveraging classic automation solutions such as voicemail while still incorporating the useful features of modern AI technology, we can provide a service that fits the needs of small businesses in contacting clients that otherwise may not be reached. Using similar technologies, we can also provide a service in tandem that transcribes and analyzes call and text data from customers to provide a better experience to them.

b. Application of Solution

The proposed voicemail and LLM-hybrid solution is best achieved and implemented by following a stepwise procedure. In the case that a call is missed, it should be intercepted by the voicemail service and a transcribed log should be kept of the customer's exact needs or requests. The transcribed log should then be looked over by a large language model, which will quickly respond to the customer's inquiry via text. All interactions between the LLM and the customer and the transcription of the voicemail should be backed up on a remote server so that it can be further analyzed to better assist customers in the future.


INCOMING CALLS → AI TRANSCRIPTION → SMS TO CLIENT → BACKUP FOR ANALYSIS
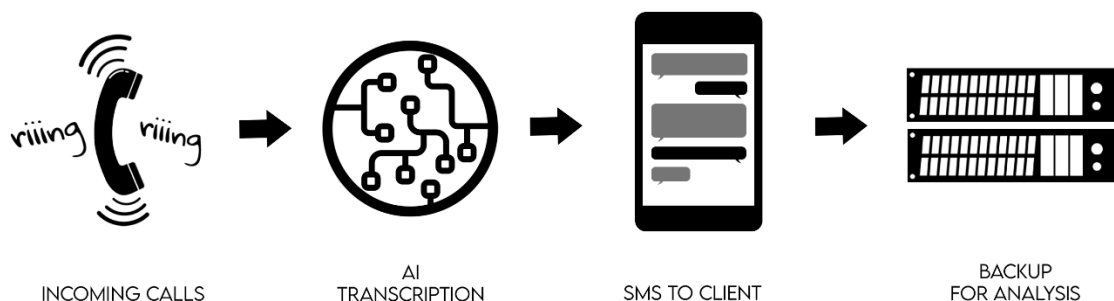
5. Market Analysis

A further analysis with examples and value propositions is required.

a. Important and Urgent Inquiries

In the case of certain businesses, with a classic example being plumbers, most calls received will be from people with important and urgent inquiries. If a prospective client has a leak in their home, it is of great importance to them and must be resolved urgently. It is not surprising that if the first plumber someone finds does not answer immediately, they may continue trying to find and contact other plumbers that will respond in a quicker manner. Our VoIP textback service increases the probability that businesses falling under this use case can secure jobs even when calls are missed and maintain customer engagement when critical to do so.

VOICE / TRANSCODING SERVERS
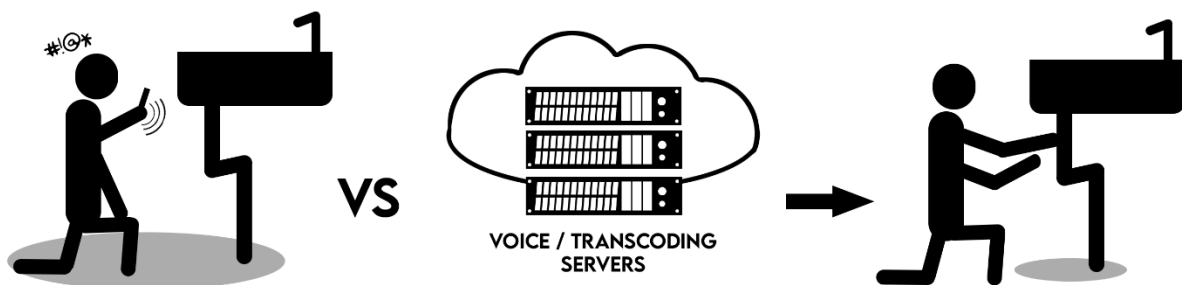
b. Important but Non-Urgent Inquiries

Other businesses may have struggles with a high volume of client inquiries which are not urgent but nonetheless important. Small landlords with around fifteen to twenty tenants may receive frequent calls about minor issues or updates on properties being leased. It is important for businesses like this to be able to keep clients informed in a timely manner and make sure they feel like the business is responsive to their needs. Our solution can save time, minimize frustration, ensure that clients can feel heard by business owners, and provide detailed documentation of all communications.

c. Insights into Challenges

Communication is often ranked as one of the most troubling problems between businesses and clients. Poor communication often leads to misunderstandings and conflict, which can increase the difficulty of operating a business effectively. Effective communication is key for resolving maintenance issues promptly and ensuring that the client-business relationship is properly upheld. Many different aspects of modern business rely on making sure that the client and owners of a business can interact with each other in a quick and effective way.

6. Long-Term Focus

We aim to provide further resources for companies to analyze their callback data, expand into relevant fields such as email or social media automation, and to specialize in strengthening customer retention strategies.