



# Aculab and VirtuaTell: Helping to capture the voice of the customer




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Partner:	VirtuaTell
Solution:	Cloud-based automated surveys
Industry:	Various
Requirement:	Telephony and SMS messaging

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## The challenge

Since it introduced the concept of the Voice Of The Customer®, VirtuaTell has been focused on multi-channel, automated survey solutions, helping drive customer experience management for companies with contact centres and field staff.

VirtuaTell needed a telephony and SMS supplier to help it expand Synaptum™, its cloud-based, inbound and outbound automated survey offering, into Europe and South America. Its specialised telephony software API concerns required:

- IVR led, self-service surveys
- Inbound, outbound and call-back
- SMS messaging
- Availability of local numbers
- Cloud platform pricing
- Vendor reputation

## The solution

With Aculab’s telephony software stack and APIs, VirtuaTell was able to integrate local number telephony and SMS within the architecture of its Synaptum platform.

Aculab’s software provided all essential features needed by VirtuaTell, enabling it to further present voice and messaging led survey options to its customers. API enabled capabilities used by VirtuaTell include: voice playback; text-to-speech; call recording; call-back; call progress; DTMF handling; SMS; and 2-factor authentication.

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## What VirtuaTell volunteered:

"VirtuaTell delivers real-time, automated customer satisfaction surveys across ALL customer contact points. We are committed to ensuring that businesses are responsive to customers' requirements, whilst making sure their customer experience management decisions are based on facts.

Our own decisions are also based on facts, and the fact is, we have been entirely satisfied with the process of integrating Aculab Cloud. The performance and pricing of Aculab's platform has enabled us to confidently expand our automated survey solution point-of-presence.

Aculab Cloud's voice and messaging APIs are easy to use, and the availability of local numbers in territories we are expanding into is, of course, essential to VirtuaTell."

Alan Weaser  
Director  
VirtuaTell

## For more information

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

[www.aculab.com](http://www.aculab.com)

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## The outcome

VirtuaTell's Synaptum has been available as a cloud-based, on-premise or hybrid solution for over 10 years. Now, with the successful integration of Aculab Cloud, Synaptum is being offered as a cloud-based platform to further VirtuaTell's ambitions, expanding its multi-lingual feedback solution into the wider European and South American markets.

Synaptum offers VirtuaTell's clients the ability to conduct automated customer experience surveys across every client touch-point, by offering surveys via the telephone, SMS, and online. It makes full use of Aculab's software stack for both its inbound/outbound phone surveys and its SMS, call-back and smartphone surveys – vSurvey and mSurvey respectively – complementing its eSurvey option for online, email, kiosk, and web surveys.

Thanks to Aculab Cloud, VirtuaTell has maintained its unique position of being able to offer all possible customer contact channels in a single solution, in the preferred language, with all results accessible in a powerful and unitary reporting portal.

With its standards-based and major audit consultancy approved customer survey data handling capabilities, VirtuaTell's Synaptum is an essential tool for many contact centre businesses that need to have their finger on the pulse of customers' expectations in real-time, and to be able to process the results for publication in company reports.

## About VirtuaTell

VirtuaTell is a pioneer of automated customer survey software and a leader in the use of individual customer feedback to drive increased profit, turnover and customer retention. VirtuaTell goes beyond simple customer surveys to deliver actions, accountability and measurable results ...in real-time. VirtuaTell is expert at capturing, managing and processing customer knowledge to dramatically improve key contact centre and web business KPIs and objectives. Originators of the Voice Of The Customer®, VirtuaTell operates hosted and on-premise automated customer feedback services and software solutions across phone, web, email, chat and mobile channels. Focusing solely on its specialist market, VirtuaTell has a number of unique automation products that deliver increased revenue and increased customer satisfaction.

## 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.