

## Overview

An AI-powered outbound engagement platform that automates voice calls, follow-ups, and data syncing for recruitment agencies, service providers, and customer support teams. It integrates seamlessly with CRMs, calendars, and telephony systems to handle high-volume call campaigns using intelligent voice agents.

### Problem Statement

Businesses relying on manual outbound calls often suffer from low engagement rates, missed follow-ups, disconnected workflows, and inconsistent messaging. Fragmented systems for contact handling, voice calling, logging, and CRM syncing add inefficiencies and increase operational overhead.

### Solution

An integrated AI-driven outbound agent that:

- Auto-dials leads from synced contact lists
- Uses natural voice synthesis with emotion detection
- Summarises and logs each call with sentiment tags
- Triggers email/SMS/call-back workflows automatically
- Connects to CRM and ATS systems in real-time

### Core Features

- ★ **Auto-Dialing Engine:** Initiates outbound calls using Twilio/Vapi with retries and DND controls
- ★ **AI Voice Personalisation:** Supports custom or system-generated voices, including local dialects
- ★ **Real-Time Sentiment Analysis:** Adapts speech flow based on detected emotion and tone
- ★ **Live Transcription & Summary:** Generates a full transcript and concise call summary
- ★ **CRM Integration:** Pushes contact activity, summaries, and tags into Zoho, Bullhorn, JobAdder
- ★ **Calendar & Follow-up Scheduling:** Integrates with Cal.com for immediate rebooking
- ★ **Post-Call Automation:** Sends templated emails/SMS with relevant info or links
- ★ **Dashboard & Logs:** Track call metrics, status, booking rates, and sentiment outcomes

### Challenges

- ✔ **CRM/ATS integration variability** (Zoho, JobAdder, Bullhorn)
- ✔ **Real-time voice modulation and context-switching** in multilingual accents
- ✔ **Compliance with outbound calling regulations** (e.g., DNC lists, local telephony laws)
- ✔ **Summarisation accuracy and categorisation**

### Solution

- 💡 **CRM Connectivity:** Real-time API-based sync with structured fallback methods (CSV, webhooks)
- 💡 **Voice AI:** Uses Amazon Polly/ElevenLabs for natural, regulated voice tone adaptation
- 💡 **Security Compliance:** End-to-end call data encryption with storage access controls; ISO 27001 frameworks applied
- 💡 **Categorised Summaries:** Calls tagged as inquiry, rejection, callback, success, etc. for fast filtering and action