

Top 5 Use Cases Of Voice API for Businesses - Sinch India

Voice communication is an extremely powerful tool for engaging current and prospective customers, as well as influencing and persuading them.



Noida, Uttar Pradesh Apr 22, 2022 ([Issuewire.com](https://www.issuewire.com)) - Sinch India brings businesses and people closer with tools enabling personal engagement. Our leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice, and video. To contact Sinch India, people can give their head office a call at 91 120 6139000. About the company: Sinch is a leading provider of a communications platform for multiple types of business organizations. Request a demo <https://www.aclmobile.com/request-a-demo>.

Voice communication is an extremely powerful tool for engaging current and prospective customers, as well as influencing and persuading them. Modern, growing businesses can particularly benefit a lot by incorporating Voice Messaging Service and **Voice API** into their communication strategy.

For decades, businesses have invested in telecalling facilities and call centers to reach out to their discerning customers. However, companies today can simply use Voice APIs rather than having an elaborate system of call centers to meet the marketing and customer service communication needs. These APIs typically allows them to develop powerful voice call workflows, integrate voice calling into web or mobile app, and more.

Use cases of [Voice API for Businesses](#) are numerous. Let's take a look at a few of them:

- **Payment reminder:** Payment reminders always require a touch of personalization and politeness, especially in the world of insurance and banking. While businesses do need to request customers for on-time payments, they need to check their text done when doing so. The wrong tone or too aggressive phrasing can fluster or annoy the customer. It is better to send automated voice reminders instead of text messages, as voice messages are considered to be more polite and personal by many than SMS. For instance, reminders through outbound calls can be set up for customers whose insurance premiums fall within the 10th of each month by using a Voice API.
- **Promotions:** Modern-day digital space is oversaturated with millions of advertisements. As per certain reports, online users only remember 10% of the content being read. Hence, it will be smart for brands to complement their marketing process with inbound calling tools like a 'snap call', in addition to typical digital marketing methods. By telling a customer to leave a missed call on a given number, companies can always get back to them later with the desired information about certain products or services. Following such a marketing campaign can help a business to enjoy better leads and conversions.
- **Travel updates:** Sending travel updates to the customers via automated phone calls is possible through Voice APIs. Multiple airlines today use this technology to inform their customers that the time of flight departure has been postponed on the day of their journey.
- **Pre-recorded messages/audio of choice:** Outbound calls that play the desired audio content can be initiated for the users subscribing to or interested in a certain category of audio/voice-based services. Companies can also use Voice APIs to explore interactive voice response or IVR. This method is typically used by businesses to create a dialogue between them and the customers by pre-recording voice messages without having to attend to each customer manually.
- **Call Authentication:** Two-factor authentication is extensive use to ensure the security of transactions on apps and websites. With Voice API, an instant OTP authentication callback function can be integrated for user logins and payment validations. Voice OTPs can be pretty helpful in case SMS OTPs cannot reach the customers due to bad connectivity.

[Voice Call API](#) goes a long way in enabling brands to leverage the power of voice, which is delivered programmatically to their audience. To contact Sinch India, people can give their head office a call at 91 120 6139000. About the company: Sinch is a leading provider of a communications platform for multiple types of business organizations. Request a demo <https://www.aclmobile.com/request-a-demo>.

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