

# Business Booming At VoiceSage With Surge In Bots, AI & Social Media In Customer Interactions

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- Traction with major brands thanks to VoiceSage's unrivalled ability to deliver dramatic business metric improvements and get organisations up and running with new service in just days or hours
- Huge global payment brand among latest FinTech names to be amazed at the rapid payback
- Innovations including 2-Way SMS, Visual Touch Messaging, support for chatbots & powerful new reporting system make VoiceSage the ideal partner for customer engagement frontrunners

Birmingham, UK – May 22, 2017 – Customer engagement services leader VoiceSage (<http://www.voicesage.com/>) is experiencing soaring demand from leading global and national brands, which are exploiting VoiceSage's agile, cloud-based customer contact platform to deploy next-generation customer service capabilities – at speed.

VoiceSage specialises in proactive customer communications-as-a-service. It made its name transforming customer support and customer transactions with its pay-as-you-go, two-way voice messaging, SMS and Visual Touch Messaging platform, but its agile technology can be adapted and integrated into a whole host of advanced customer communication scenarios, including the latest developments in chatbot, AI & social media.

"The inherent innovation and flexibility in our platform means we're continuously at the forefront of customer interaction trends, enabling some of the biggest brands in the country – and the world – to exploit new ways of proactively engaging with their customers," says JJ Kett, VoiceSage's CEO.

Among VoiceSage's latest high-profile customer acquisitions are a huge global payments provider, which increased its collections by an immediate 10% during an early pilot, thanks to the ability to reach customers quickly and conveniently. A service supplier to the UK's leading postal organisation, a major European insurance company, and a large UK council are also recent new business wins. "But that is only the tip of the iceberg as our international sales pipeline offers huge potential and we are poised to begin closing impressive corporate clients across the globe" adds VoiceSage's COO, Paul Cogan, who is heading up this initiative.

In addition to this new business, VoiceSage has seen deepening technology adoption across existing customers. "Once they've seen the impact of instant, proactive and automated customer conversations, it's very common for our clients to want to build on that success through additional customer service innovation," JJ says.

"Innovation and flexibility are built into our platform," he explains. "While some new clients are adopting our mobile messaging products at significant scale, often an organisation will start off by incorporating SMS notifications, prompts and reminders into their customer contact activities and, when they see the uplift in customer action, they're keen to push things to the next level.

"With VoiceSage, they can switch-on new services extremely quickly: often within hours. Gone are the days of having to commission a development company and wait months while they retreat to a dark room. And

because they pay as they go with VoiceSage, they can test out new approaches without risk. This encourages experimentation and stimulates innovation, driving success upon success. The opportunities are endless.”

To meet exploding demand, VoiceSage has launched a major recruitment drive across all job functions. “We also have a hugely active marketing and events programme, a series of strategic partnerships and a bustling social media programme,” adds Paul. “We continue to enjoy a great share of voice in the business and technology media too, particularly as contextual communications and commerce rise up the agenda.

“VoiceSage strikes right at the heart of that – enabling organisations to deliver excellent, cutting-edge customer service in a cost-efficient but competitive way, to all business sectors, in a broad range of scenarios and via the latest consumer channels.”

#### About VoiceSage

VoiceSage delivers proactive customer engagement solutions that help companies streamline and add value to their high-volume, outbound contact activities. Its blue chip customers include Argos (Home Retail Group), Capital One, Thames Water, AXA Insurance and Shop Direct.

These and other customers rely on VoiceSage technology to help them transform credit collections, delivery and appointment confirmations, amplify marketing campaigns and support other high-volume business processes in immediate and cost-effective ways, lowering costs and improving the customer experience.

VoiceSage was founded in 2003 and has offices in the UK and Ireland.

Please visit [www.voicesage.com](http://www.voicesage.com) for more about us and our work with customers, or follow us on Twitter @VoiceSage

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