

# Introducing SIP Connect (Beta)



By KYLE RIORDAN

As most who work in the industry will tell you, the SIP market is a relatively commoditized landscape. There is a set number of standards and features that everyone has more or less come to expect as baked in. And for the most part, the determining factor between one vendor to the next boils down to the age old driver of price—who can give me the best deal?



The problem is, even within this highly-commoditized market driven by price, the costs need to be predicted and provisioned ahead of time—which requires managers to work out their call volumes, peak capacity, spikes, lows, and more and assign the appropriate number of SIP Trunks to service that usage.

As is the case with anything that is based on projections and expectations, over or under doing it comes with its own set of risks and costs. Over provisioning trunks means you end up paying for something you don't actually use, and under provisioning results in blocked or dropped calls and degraded call quality. The former upsets the finance team and bottom line, the latter upsets customers and subsequently risks the bottom line again as customers churn from a sub-optimal experience.

With these challenges in mind, Nexmo offers a better way.

## Nexmo's Elastic Trunk

An Elastic Trunk is just what it sounds like, elastic. It expands or contracts based on usage. Instead of working out how many trunks you are going to need for peak capacity—or quarterly or however often you need to work out your projections and provision a set number of trunks—Nexmo makes it easy to connect your SIP infrastructure to our elastic trunks so you can scale up and down on demand. This

saves time and headaches from the provisioning requirements—and also helps the bottom line. Not only are you scaling as you need, now you only pay for what you use, and do so right down to the second. No rounding up minutes to incur additional unwarranted costs.

And now the Nexmo SIP Trunking option just got better.

## Elastic Trunks Made Better

Previously, Nexmo's Elastic trunk was just that, a trunk that offered voice communication. But now it offers so much more. Today, you can extend the programmable elements of Nexmo's Voice API to your SIP deployment—that means TTS, recording, WebSocket connectivity, and more. With so much more you can do, let's take a quick look at these features and what they can enable for your call experience.

## A Global Voice with Text-to-Speech

At its core, Nexmo seeks to enable global communication. To do so effectively requires not just a global network of carriers to establish connections, but an extensive language catalog to engage with users around the world. That's why Nexmo offers an industry-leading set of 40 languages for brands to power Voice-based Critical Alerts, Simple IVR, and precall prompts. Additionally, many of these languages come SSML ready to enable a more granular level of control over speech pitch and speed to make even an automated voice sound and feel natural, which powers a superior brand experience.

## Deeper Insights with Better Recording

The best way to optimize the customer experience is to better understand it. The first step is retaining and subsequently analyzing the entirety of the conversation. Although this can be done manually, it's far more efficient and cost effective to let a machine do the heavy lifting. That's where Split/MultiTrack Recording comes in to create individual tracks for each of the audio feeds in a conversation (up to 32 parties). With those crystal clear insights in hand, calls can be transcribed and analyzed for keywords and trends to help brands alleviate stressful points in the conversation and enable agents to provide a better overall customer experience.

## WebSockets for Integrated Intelligence

As anyone that follows the contact center space will tell you, AI is making its entrance into everyday workflows. The benefits of integrating AI tools extend well beyond catchy headlines to help improve agent performance, optimize workflows, and improve the overall customer experience.

Nexmo has enabled the convergence of AI with voice technology for some time. Now with this SIP Connect feature, the same intelligence—that could be added to conversations over PSTN or WebRTC—can now be extended to the SIP infrastructure as well. This brings in a whole host of possibilities, including tools for sentiment analysis, real-time transcription, and more.

With SIP Connect, you can do more than ever before over SIP. Learn more about the feature and all the capabilities Nexmo can bring to your SIP deployment.

Please fill out the form and we will be in touch with you shortly.

1.844.324.0340

First Name

Email Address

Are you a Developer?

Select Country

Existing traffic to switch?

Message (optional)

Last Name

Phone Number

Company Name

Product of Interest

Traffic Volume Monthly (Optional)

//