

Coverage Initiation: AVOXI aims to raise the bar for customer engagement with global cloud voice platform

Analysts - Raul Castanon-Martinez

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Introduction

Managing international voice services entails many challenges, including obtaining coverage, maintaining high call quality and enabling a positive user experience, integration to contact center and communications and business applications, and managing multiple providers. AVOXI aims to help multinational organizations address these challenges with an innovative international cloud voice platform that provides virtual number service (e.g., toll free and local numbers), analytics, automation and integrations for enterprise organizations, helping them establish a local presence in international markets and improve their customer service capabilities.

The Take

As organizations advance in their digital transformation initiatives, the need to modernize their communications technology stack becomes more evident. This is applicable across internal (i.e., employee communications and collaboration) and external (i.e., contact center operations) communications. Similar to how cloud-based communications and collaboration adoption accelerated with the COVID-19 pandemic, we expect that legacy global voice services will be displaced by cloud-based services in the coming years. AVOXI has a first-mover advantage, but faces a looming threat from incumbent providers that will seek to update their technology stacks and retain dominant mind share. The company has built a defensible position with a global cloud voice platform that simplifies the complexities that businesses face when managing international voice services, giving legacy providers a run for their money.

Context

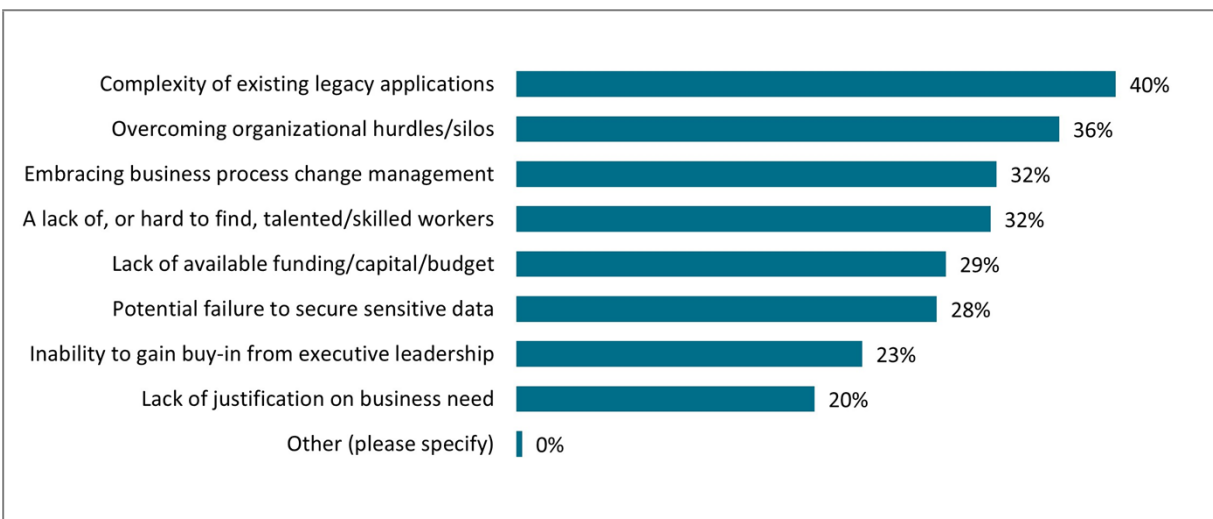
AVOXI was founded in 2001 and began the transition into a software company in 2016. The company is based in Atlanta, and currently has approximately 150 employees. AVOXI is privately held and is part of the Clearhaven Partners' private equity portfolio of companies. 451 Research estimates the company's 2023 revenue to have been approximately \$50 million.

Customers

AVOXI focuses on multinational organizations requiring high-quality international voice services to support their cloud-based contact center (CCaaS) and unified communications (UCaaS). The company has operations in five continents and boasts over 5,000 customers across verticals such as hospitality and travel, healthcare and pharma, financial services, retail and consumer goods, and transportation and logistics, including eight of the top 10 global hotel chains and three of the top five global logistics companies. Named customers include Abbott Laboratories, Barceló Hotel Group, Black & Decker Inc., Hyatt InterContinental Hotel Group, PharmaLex and Ring.

According to 451 Research's Customer Experience & Commerce, Digital Maturity 2023 study, the complexity of existing legacy applications remains the main barrier to digital transformation. Our survey shows that 40% of IT decision-makers consider this to be the biggest hurdle, followed by overcoming organizational challenges/silos, cited by 36% (see figure). AVOXI aims to help organizations migrate their voice to the cloud, delivering seamless integration to existing contact center software stacks — including cloud, on-premises or hybrid environments.

Outdated systems and silos remain the main barrier to digital transformation



Source: 451 Research's *Voice of the Enterprise: Customer Experience & Commerce, Digital Maturity 2023*.

Q. In your opinion, what are the main barriers to digital transformation? Please select all that apply.

Base: All respondents (n=500).

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Products and technology

AVOXI provides a SaaS platform that combines global voice coverage and virtual numbers, software for managing and integrating voice, and proactive AI-enabled support. These capabilities aim to help multinational enterprise organizations address one or more of the following scenarios: consolidating the number of voice carriers they work with globally to improve service and

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Market Intelligence

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streamline management, transition legacy on-premises voice infrastructure to a cloud-centric environment, and directly own or augment international voice service that is provided by CCaaS and UCaaS software vendors.

AVOXI aims to differentiate based on its software-enabled approach to voice, allowing for interoperability with existing CCaaS and UCaaS ecosystem software, including pre-configured integrations with 40-plus applications and intelligence capabilities to help businesses monitor voice quality and key performance indicators, and automate tasks such as number purchasing and porting. Other key differentiators include carrier-grade global cloud voice infrastructure, coverage across more than 150 countries, different number types including international toll-free, local direct inward dialing, and a unique two-way outbound/inbound TrueLocal offering.

Key advanced features in the AVOXI global voice platform include the following:

Call Insights. Advanced analytics provide real-time call metrics about call quality, agent performance and customer experience across their international global numbers, enabling early problem detection and resolution.

Number Testing. Automates the assessment of connectivity and the availability of phone numbers within AVOXI's software platform across global regions, helping customers reduce management overhead and ensure their numbers are always in service. The platform also provides the ability to test SIP Trunk connectivity on demand to ensure trunks are configured to route traffic properly.

Flow Builder. Provides a click-to-configure interface enabling businesses to design custom call flows, interactive voice response menus and dynamic call routing strategies across their global operations.

SIP Interconnect layer enhancements. Helps businesses integrate disparate contact center and communications software into a cohesive voice stack.

A key component and differentiation for AVOXI includes applying AI to evaluate customer issues, and proactively solving problems before the client is aware of them, further enhancing quality and stability for international cloud voice clients.

Competition

The competitive landscape includes legacy global voice providers like AT&T Inc., BT Group PLC, Verizon Communications Inc., Deutsche Telekom AG, Orange Business Services, Telstra International, Vodafone Business and Telefónica Global Solutions. It also competes with global communications PaaS providers such as Twilio Inc., Sinch AB and Bandwidth Inc.

Further competition comes from CCaaS bundled solutions from the likes of Genesys International Corporation Ltd., Amazon Connect, Five9 and Nice InContact — AVOXI also partners with these CCaaS providers, which sell voice services with their contact center software or refer to voice providers like AVOXI.

SWOT Analysis

Strengths	Weaknesses
The company's SaaS platform helps simplify the complexities businesses face when managing international voice services. The platform's advanced features and carrier-grade, global voice coverage are significant strengths and an important differentiation.	Its key strengths lie on the product side. AVOXI must now ramp up its business development efforts to gain visibility for its differentiated offering against legacy global voice providers, which retain a dominant mind share.
Opportunities	Threats

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As organizations advance in their digital transformation initiatives, the benefits of a modern communications technology stack become more evident as key components for delivering robust and engaging experiences across the customer journey. Its platform's advanced features position AVOXI to benefit from a growing awareness of cloud-based, AI-ready voice services.

AVOXI gained a first-mover advantage, and its extensive global coverage gives it a leg up against its competition. However, legacy vendors updating their technology stack via organic development or M&A represent a looming threat.

Source: 451 Research.