



# Professional Prompts, In-Queue and On-Hold Audio Streaming for Wildix®

# PromptVoice is your partner for bespoke prompts, in-queue and on-hold audio.

We enable the telecoms channel to provide professionally recorded prompts, in-queue and on-hold audio in more than **50 languages** using an innovative and highly disruptive streaming solution. **Founded in 1994**, we serve **60 countries** with professional recordings that are listened to **6 billion times** every year.



# How do professional recordings benefit Wildix resellers?

We help Wildix resellers profit from providing professional prompts, in-queue and on-hold audio recordings, integrated as part of their telephony solution.

Growth in AI, chatbots, and online self-service options have frequently triggered predictions of the demise of the inbound phone call - but call volumes are staying strong - customers still want to speak to real people.

A recent survey concluded that callers to SMEs spend 20% of call time on hold. Therefore, resellers offering bespoke auto-attendant or IVR prompts, in-queue and on-hold audio, at a competitive price point, are harnessing a great opportunity to boost their margins, and help their customers improve caller experience.

## What's the opportunity for Wildix resellers?

Every telephony customer needs at least a few recordings - a welcome greeting, a closed message for out of hours calls, in addition to other IVR and auto-attendant prompts.

As a marketing and branding opportunity, time on-hold or in-queue is a valuable communication medium, during which organisations can inform, engage and upsell to queuing callers. So, there's margin for resellers to share in by offering professional recordings at a competitive price point.

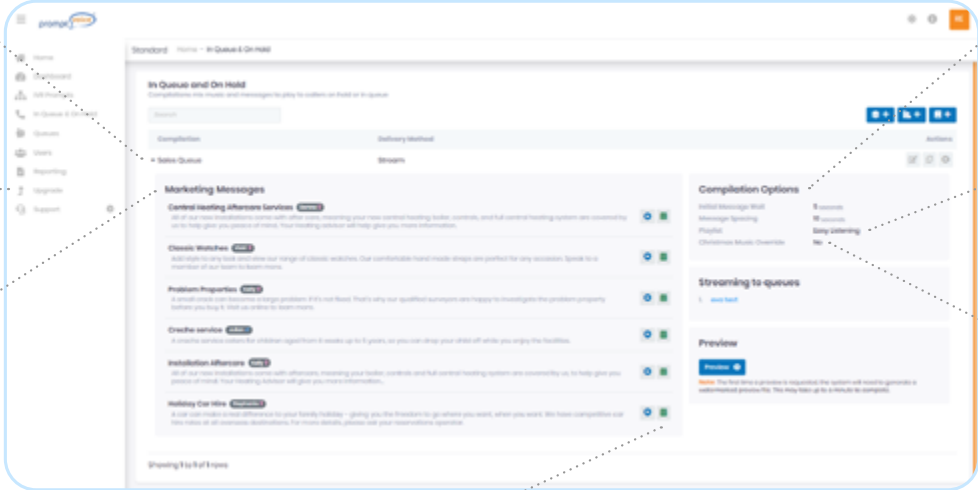
## Our game changing solution

Our fundamental re-think of the way professional prompts and on-hold audio are delivered to the channel, via a white label platform, transforms them into a high margin recurring revenue driver for all Wildix resellers.

Our highly disruptive solution offers market leading functionality with straight-forward processes and simple pricing, all delivered through a secure, white label portal that's fully configured by you and managed by the end user.

**One simple integration enables an intuitive new value-add service for every customer. Even better, PromptVoice comes fully loaded with a white label marketing toolkit and sales resources.**

# Deliver more with PromptVoice



The screenshot shows the PromptVoice web portal interface. It includes a sidebar menu with options like Home, Overview, Add New Queue, In Queue & On Hold, Queues, Alerts, Reporting, Upgrade, and Support. The main content area is titled 'In Queue and On Hold' and contains sections for 'Marketing Messages', 'Compilation Options', 'Streaming to queues', and a 'Preview' section. Callout boxes point to various features:

- Create multiple queues so callers always hear relevant content**: Points to the 'Queues' section in the sidebar.
- Customer initiated upgrade paths**: Points to the 'Upgrade' option in the sidebar.
- 10,000+ marketing messages included**: Points to the 'Marketing Messages' section.
- Message scheduling removes manual effort**: Points to the 'Compilation Options' section.
- Fully customisable for a professional caller experience**: Points to the 'Streaming to queues' section.
- Regularly updated licence free music playlists**: Points to the 'Preview' section.
- Automatic Christmas music override**: Points to the 'Preview' section.

## Deliver auto-attendant, prompt recordings, in-queue and on-hold audio.

Via the portal, users select personalised prompts and messages, choosing from 300+ voice artists in 50+ languages, or hundreds of best of breed text-to-speech characters from Google, Amazon and Microsoft. Messages are mixed with licence-free music playlists, and your customers schedule when their messages should play.

The portal is designed to be entirely managed by your customers, but can also be managed by resellers, with changes taking effect in real-time.

## Benefits

- Enable first class caller experiences
- Cloud-based SaaS platform, deployed in minutes
- Completes your proposition, whilst maximising margin and recurring revenues
- Easy upsell for existing customers and a powerful differentiator for new prospects
- Simple subscription or PAYG plans to suit the smallest SME or the largest enterprise

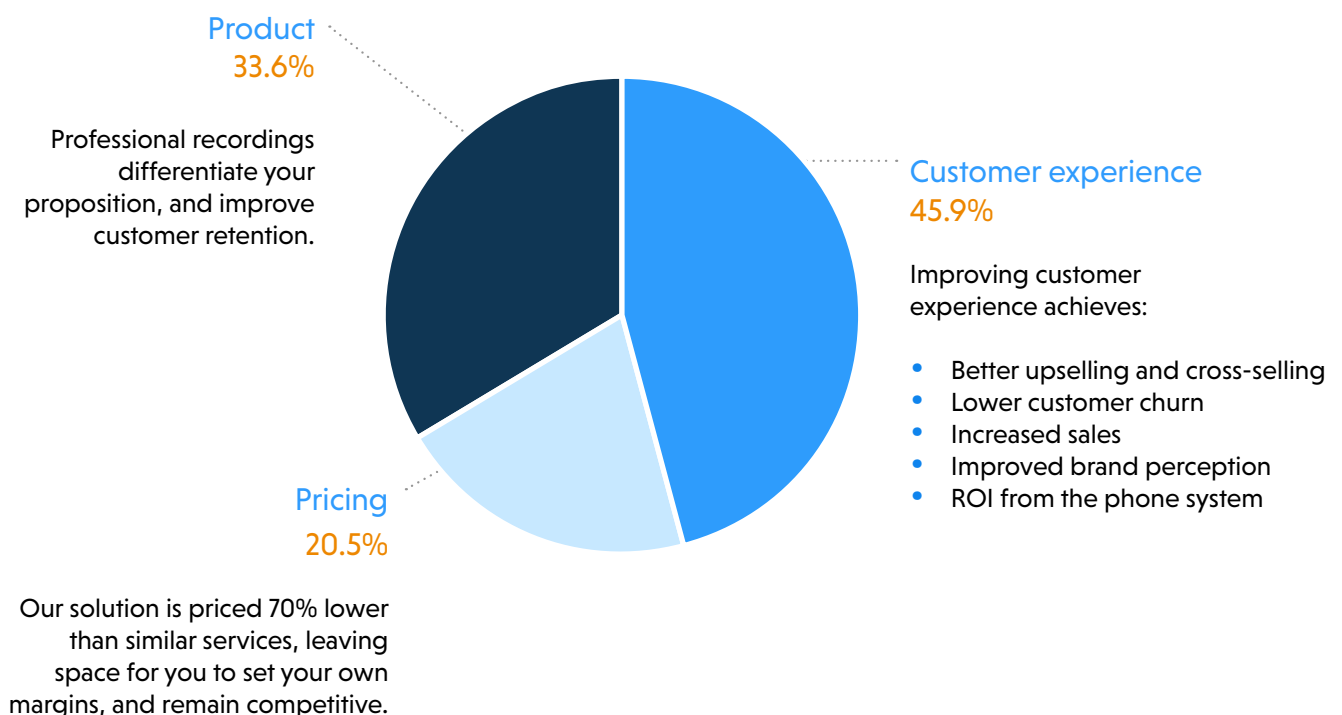
# How important is CX?

A recent survey of almost 2,000 business professionals found that customer experience is the number one focus for almost 46% of businesses.\*

A phone system is much more than a call routing technology, it's a customer interface. Even in today's market where the internet rules supreme, the most meaningful customer interaction is likely to be via phone, so getting the interaction right is critical. Callers need IVR menus that are easy to navigate, comfort messages that are genuinely empathetic, and marketing messages that are relevant.

By providing caller experience tools as part of your telephony proposition, you secure an additional, uncapped monthly recurring revenue stream, and help your customers improve customer retention, reduce caller abandonment and improve caller experience.

## How can professional audio help with business priorities?



\*Source: SuperOffice's 2021 study.

<https://www.superoffice.com/blog/customer-experience-statistics/>



# Configuration guide

Once you've completed a five minute, one-off integration, your customers can manage what plays on their telephone system.

PromptVoice's streaming service completely re-invents the way in-queue and on-hold audio is delivered to the Wildix platform, and empowers resellers to scoop up margin they've previously had to leave behind.

## How to set up your integration:

1. Add the following parameter to the config file `/rw2/etc/callweaver/musiconhold-stream.conf`:

```
[radio]
mode=custom
application=/usr/sbin/cw_play_
http_stream.sh http://stream.104.6rtl.
com/rtl-live/mp3-192 where "http://
stream.104.6rtl.com/rtl-live/mp3-192" is
your stream source:
```

2. Run the command:

```
rcallweaver -rx "moh reload"
Add Dialplan application "Set -> Music on
hold -> radio"
```

## What does the streaming configuration enable?

- Simple to set up custom compilations for each queue, so callers in different queues only hear content relevant to them or their reason for calling
- Changes are made by end users and go live in real time
- Messages can be scheduled ahead of time, and play only when you want them to, ideal for Christmas music or seasonal promotions
- Daily updated news, sport and weather messages allow the creation of a radio style music on hold

## Discover how you could benefit

Click the button below to visit our website where you can check out our solution overview video and discover all the benefits of partnering with us.

[Learn more](#)



# Case study: NT Voice & Data Solutions

NT Voice & Data Solutions integrated PromptVoice with their Wildix VoIP platform to enhance their customers' productivity, and secure additional recurring revenue streams. This is how:

NT Voice & Data Solutions have been providing complete business communication solutions in the city of Nottingham since 1986.

They are proud to have developed strong, long-standing customer relationships by helping businesses benefit from bespoke connectivity, mobile, and VoIP solutions.

## The project

A loyal customer of NT approached them in search of a new VoIP solution. In particular, they needed to boost productivity. The Wildix system was selected due to its reliability and flexibility, plus its easy-to-use collaboration tools, combined with NT Voice & Data's outstanding service support.

## Implementation

NT Voice & Data partnered with PromptVoice to add professional audio as an integral part of their VoIP proposition.

Using this service, NT's customer overhauled the IVR prompts used for call routing across all their UK locations, and their other brands.

They chose PromptVoice's text-to-speech feature to record 276 bespoke, instantly available prompts. Additionally, they took advantage of PromptVoice's audio streaming capabilities to create two queue experiences of expertly mixed on-hold music and marketing messages, which are now streamed to callers waiting in queue for two of their brands, enabling better caller experiences.

## The outcomes

NT Voice & Data Solutions are now able to differentiate their Wildix telephony platform, and benefit from an additional monthly recurring revenue stream. NT have deployed the solution to further clients who have opted for subscription plans. In a matter of months, they signed up many other customers.



Members of NT Voice & Data's highly commended support team.

# What are you waiting for? Get in touch with our team to activate your portal today.

Talk to us today about all the benefits of supplying professional prompts, in-queue and on-hold audio, streamed directly to your Wildix platform, as part of your core telephony proposition.

Visit [www.promptvoice.com](http://www.promptvoice.com) or get in touch with us on +44 (0) 1256 591 785, or [partners@promptvoice.com](mailto:partners@promptvoice.com).



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