

VOICE COMMUNICATION IN PRACTICE

Presented by
Voicex

See how different live industries use IVR, routing, CRM, recordings, notes, click-to-call, messaging and integrations.

Based on real research on customer data.

All company names are intentionally excluded. The focus is on real business use cases already observed.

**Real-World
Use Cases of
VoiceX**

The common customer journey

Most use cases are different combinations of the same communication capabilities.



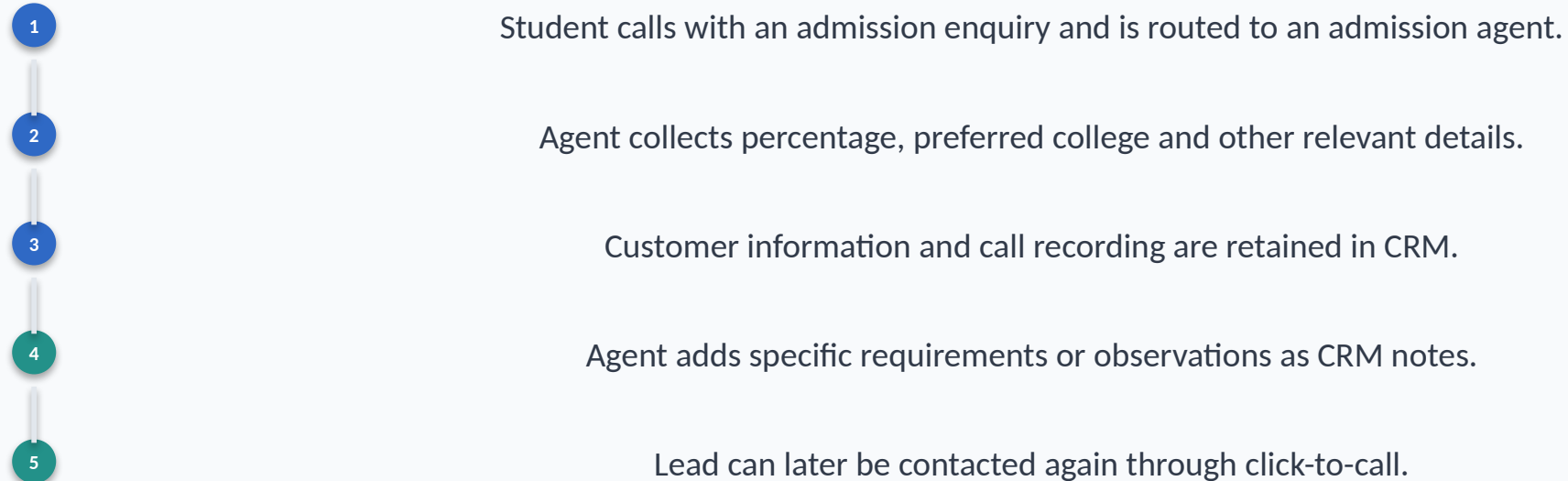
- IVR identifies intent, language, location, audience or business-hours state.
- Routing sends the interaction to the relevant team, group or agent.
- CRM retains customer details, recordings and notes.
- The journey can continue through tickets, click-to-call, messaging or API integration with an external CRM.

Education & Admission Services

Observed use case —

EDUCATION

Admission lead management — converting an inbound student enquiry into a qualified lead and follow-up workflow.



IVR

Routing

CRM

Recording

Notes

Click-to-Call

Education Support & Student Services

Observed use case —

EDUCATION SUPPORT

Existing-customer support — using CRM context to handle a complaint or missing communication.

1

Existing customer calls regarding a past admission or service issue.

2

CRM provides previous customer context and interaction history.

3

Sticky or priority routing can direct the caller to the agent who already knows the customer.

4

Agent records the new issue and continues the case from the existing record.

5

The next step can include callback or direct messaging.

CRM History

Sticky Agent

Support

Notes

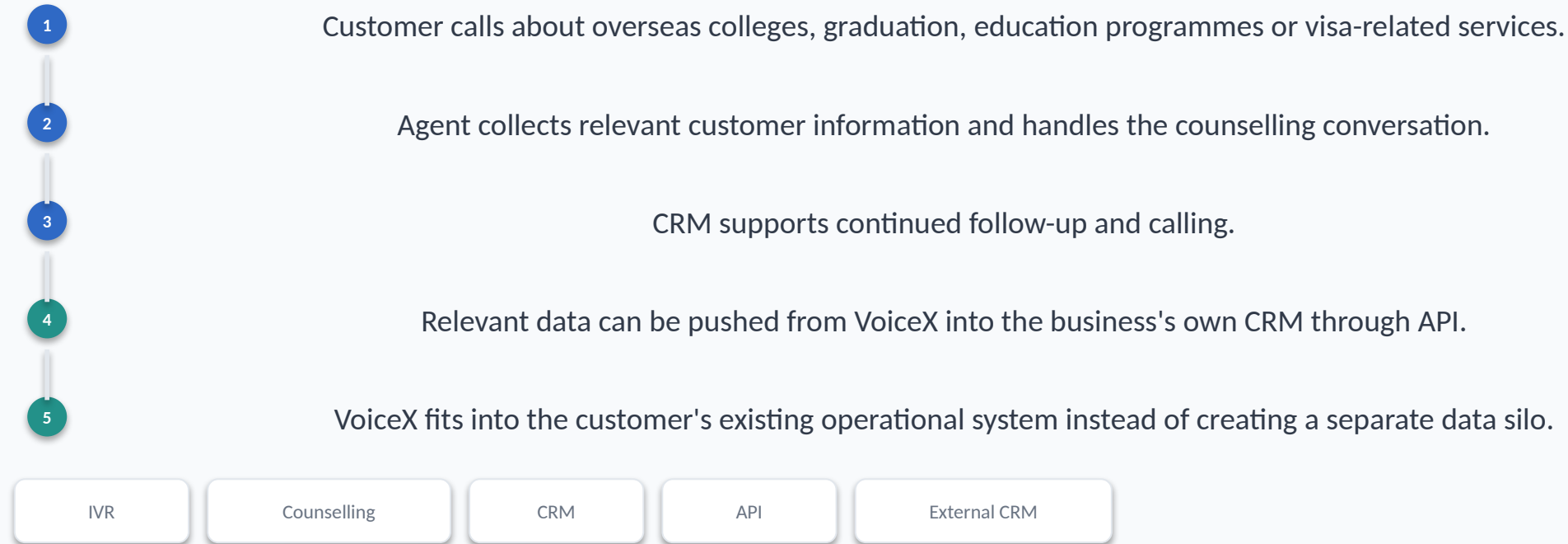
Callback

Study Abroad, Visa & Education Consultants

Observed use case —

OVERSEAS EDUCATION

Counselling and study-abroad enquiries — with the option to push VoiceX data into the business's own CRM.

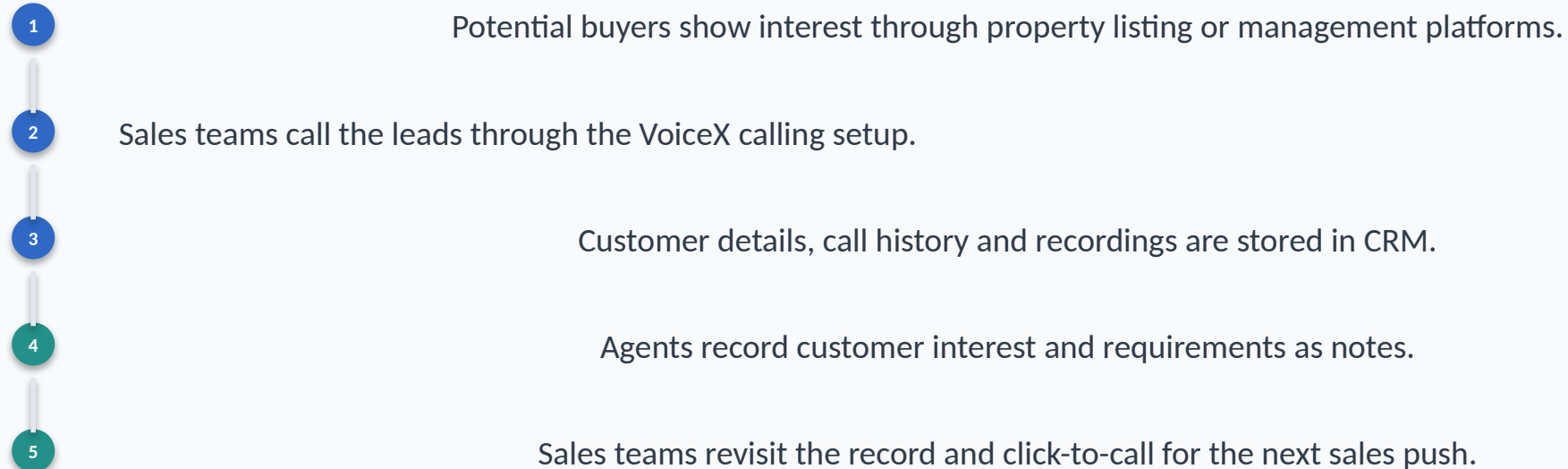


Real Estate Developers & Property Sellers

Observed use case —

REAL ESTATE

Property-platform lead calling — turning external buyer interest into a managed sales workflow.



Lead Calling

CRM

Recording

Notes

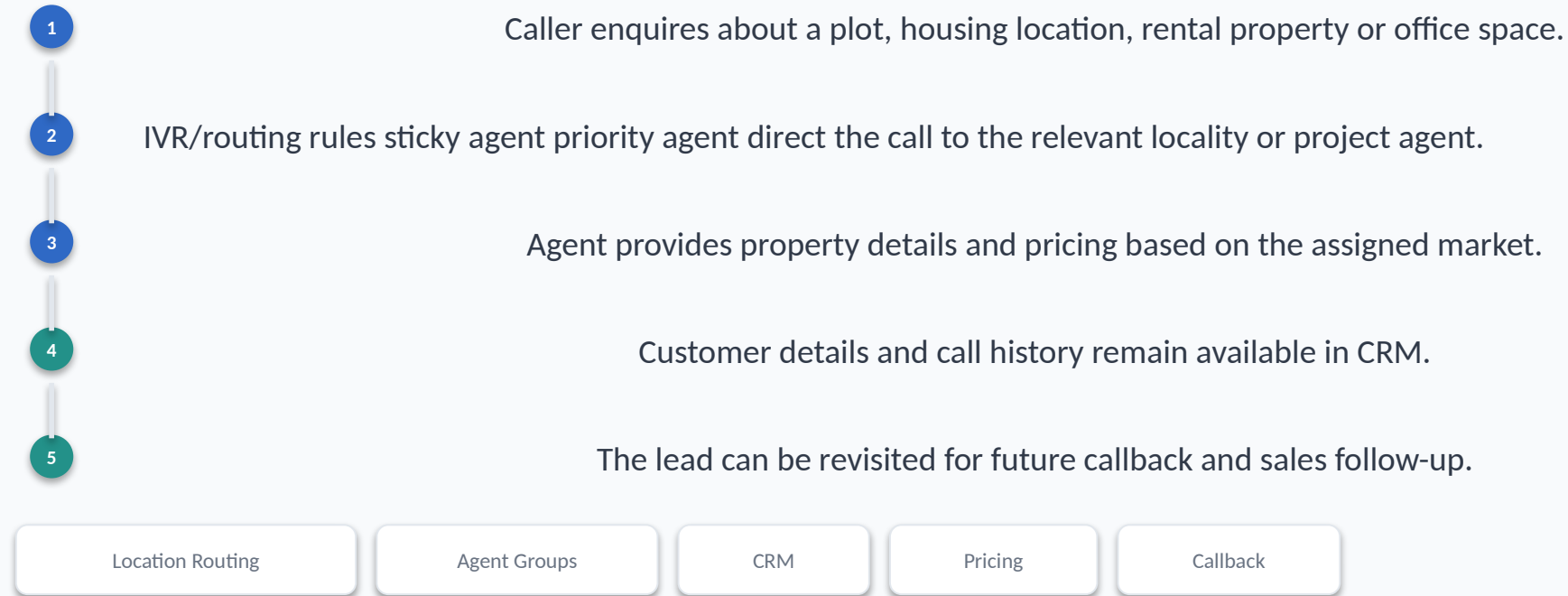
Follow-Up

Plots, Housing, Rentals & Office Space

Observed use case —

REAL ESTATE

Locality-based routing — connecting each enquiry to the agent responsible for the relevant area or project.

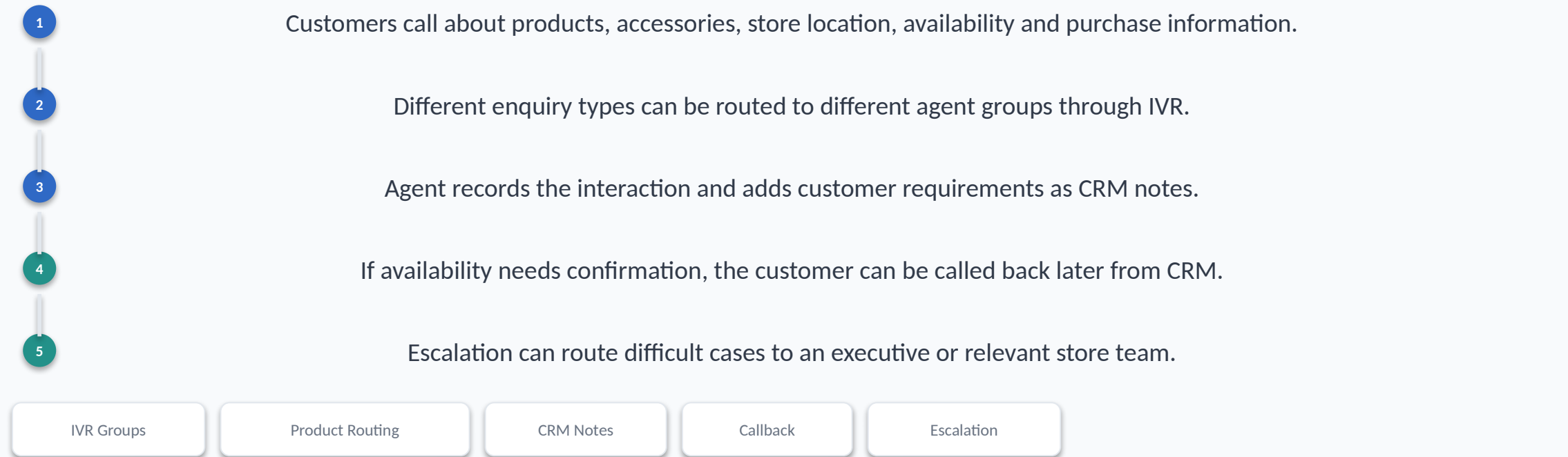


Automotive, Accessories & Retail Products

Observed use case —

AUTOMOTIVE & RETAIL

Product and accessory enquiries — routing customers by product question and following up on availability.

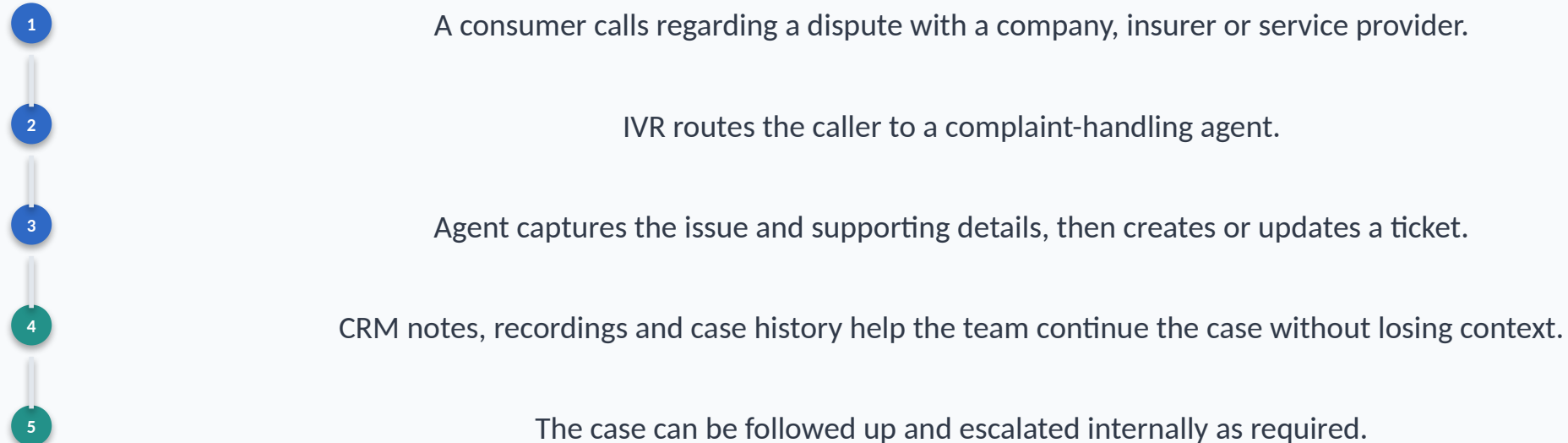


Legal & Consumer Helplines / Insurance Disputes

Observed use case —

CONSUMER DISPUTE RESOLUTION

Consumer and insurance disputes — capturing complaints, tracking cases and supporting escalation.



Complaint Routing

CRM

Ticketing

Case History

Escalation

Enterprise Customer Support

Observed use case —

CUSTOMER SUPPORT

Multi-level IVR — separating customers, vendors, messaging paths and escalation from one entry point.

- 1 Callers select different IVR paths depending on whether they are customers, vendors or need other support.
- 2 A dedicated IVR option can direct callers toward a call , message or WhatsApp support path.
- 3 Customer selects the massaging option System automatically sends an SMS with the WhatsApp support link to the caller.
- 4 Escalation options can connect the caller to a customer representative agents document the issue, retain notes and create tickets where required.
- 5 Internal teams can continue the case through click-to-call or escalation workflows.

Multi-Level IVR

Audience Routing

Messaging

Tickets

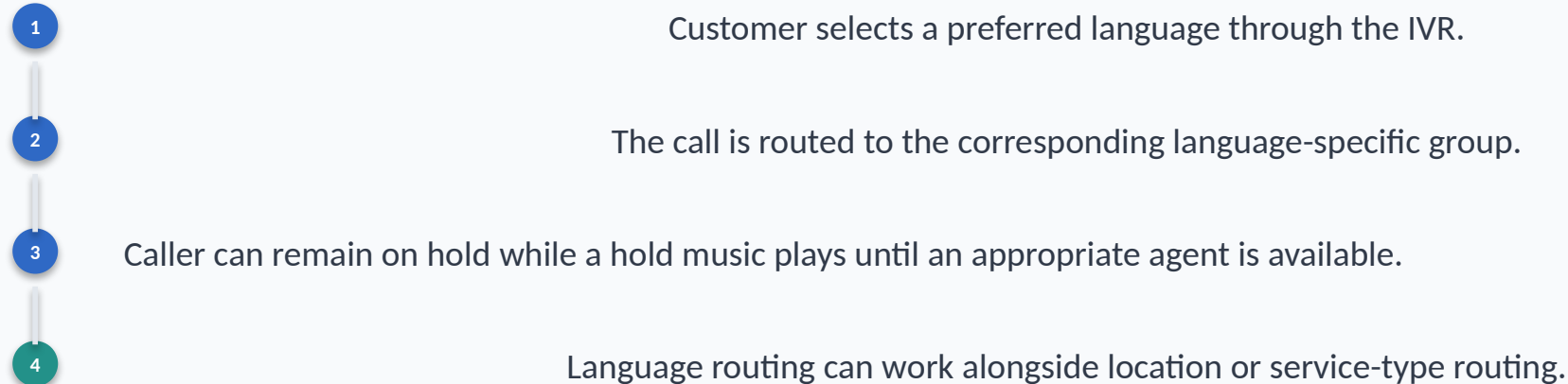
CRM

Multilingual Businesses & National Support

Observed use case —

LANGUAGE ROUTING

Language-based routing — letting callers select their preferred language before entering the correct queue.



Language IVR

Agent Groups

Queue

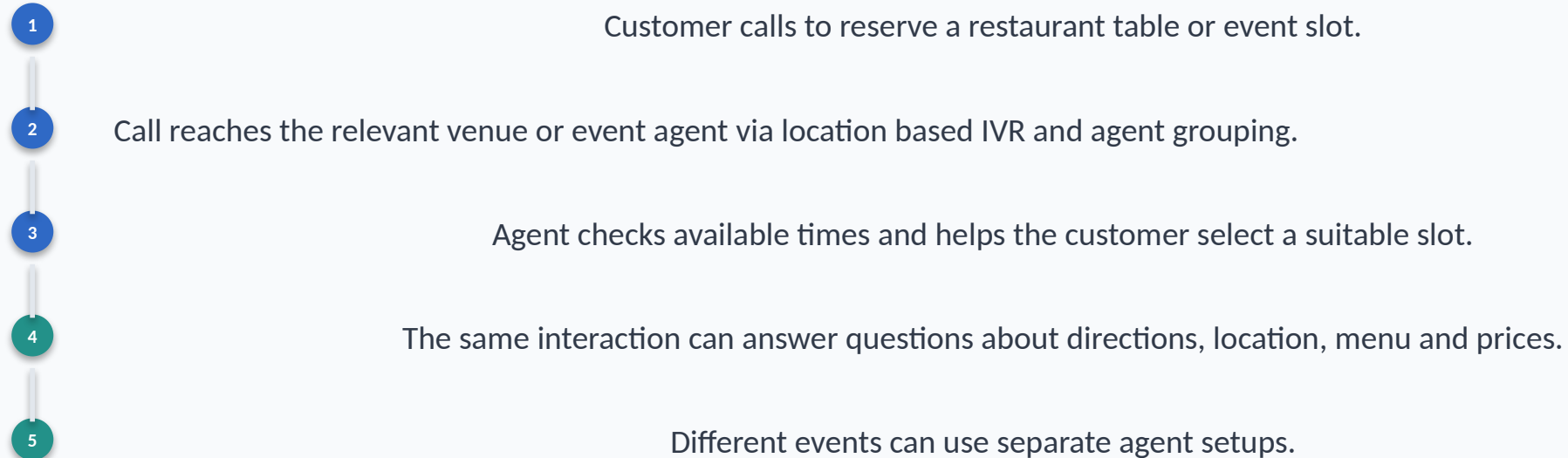
Hold Music

Restaurants, Hospitality & Events

Observed use case —

BOOKINGS

Booking and reservation management — agents check availability and help customers select a suitable slot.



IVR

Event Routing

Availability

Booking

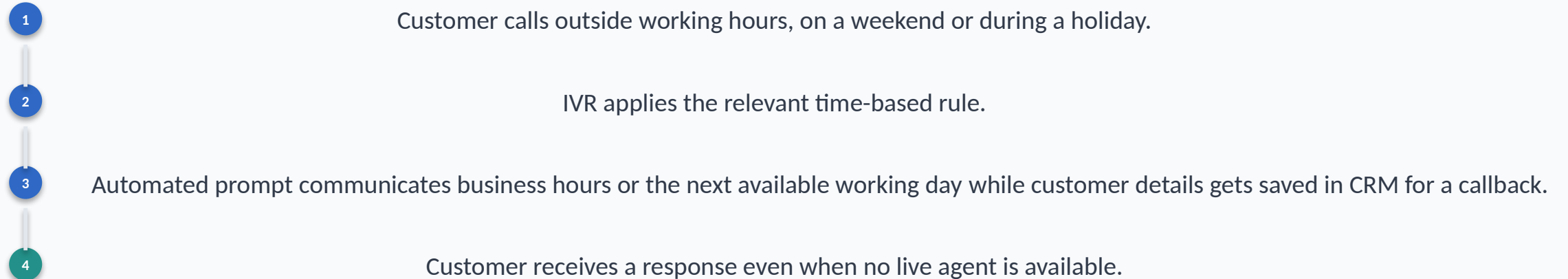
Support

Businesses with Fixed Working Hours

Observed use case —

TIME-BASED IVR

After-hours and holiday automation — informing callers when the business is unavailable.



Business Hours

Holiday Rules

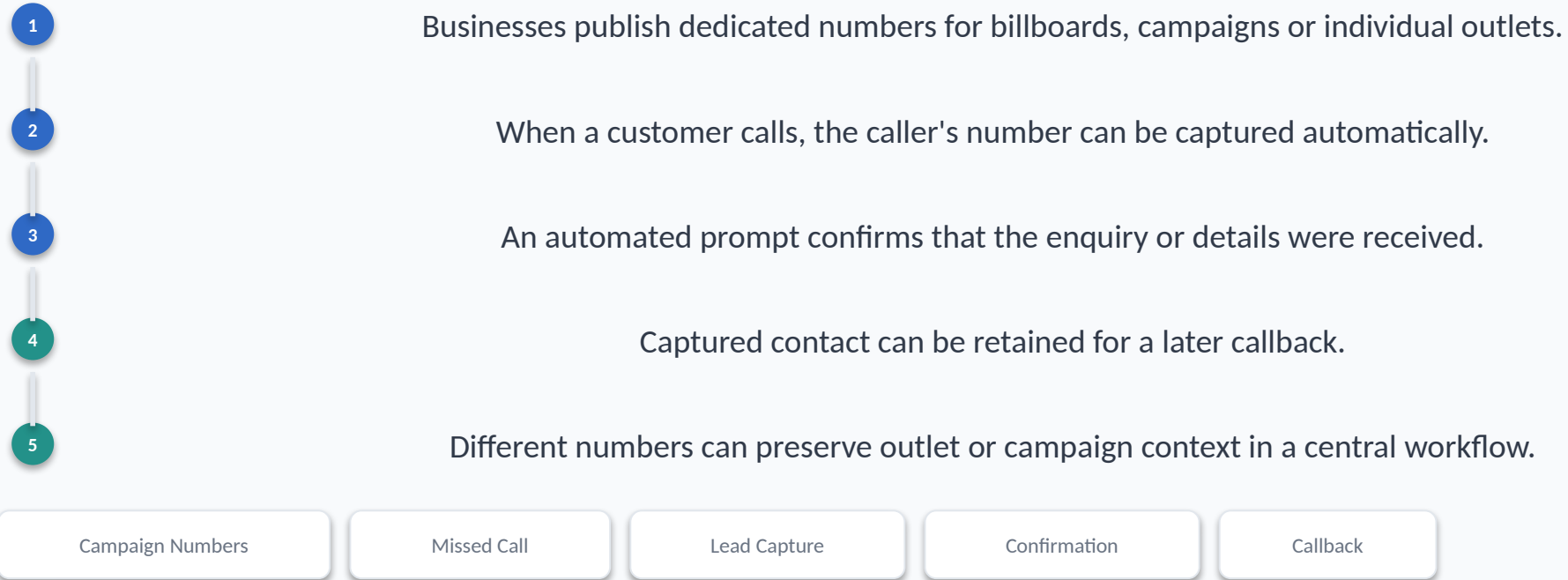
Automated Prompt

Retail Chains, Outlets & Billboard Campaigns

Observed use case —

LEAD CAPTURE

Missed-call lead capture — capturing the caller even when no agent answers live.

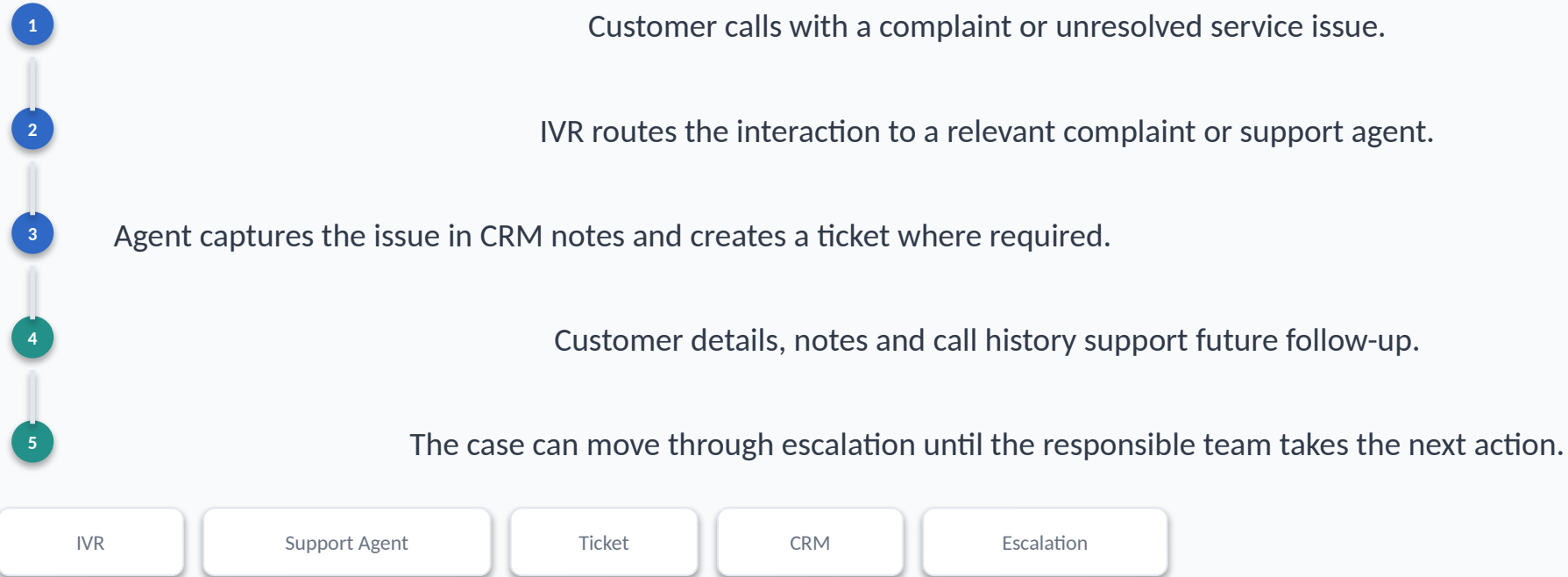


Consumer Services & Case Management

Observed use case —

COMPLAINT MANAGEMENT

Complaint handling and ticketing — turning a customer call into a trackable operational case.



CRM-Centric Sales & Support Teams

Observed use case —

CRM OPERATIONS

CRM as the operational memory — the call is only one part of the customer journey.

1

Customer records retain contact information, call history and recordings.

2

Agents add notes about interest, requirements, complaints or next actions.

3

Existing context can support better routing when the customer calls again.

4

Click-to-call allows agents to continue the conversation directly from the customer record.

5

Where required, data can also be sent into the business's own CRM through API.

CRM

Recordings

Notes

Context

Click-to-Call

API

Government & Public Services

Observed use cases —

GOVERNMENT & PUBLIC SERVICES

Citizen registration, public scheme enquiries and farmer grievance handling through structured call workflows.

- 1 Public registration: a citizen calls a published number and the caller's details are captured through the missed-call workflow.
- 2 An automated prompt confirms that the citizen's details have been successfully received for the public service workflow.
- 3 Housing or plot scheme enquiries can be routed through IVR based on the relevant location or project, then handled by the appropriate agent.
- 4 Farmer grievance helpline: farmers can report seed dealers not providing seeds or allegedly harassing them, with the complaint captured for follow-up.
- 5 The complaint or enquiry can be routed to the relevant government/helpdesk team, recorded, and escalated for further action.

CRM

IVR

Routing

Complaint Capture

Follow-Up

Escalation

Messaging & WhatsApp Opportunities

Extend the customer journey after the initial call.

Education

Admission updates, document reminders and counsellor follow-up via WhatsApp Apis

Property

Availability, pricing and site-visit communication.

Support

Ticket updates and direct support handoff.

Bookings

Reservation confirmations and reminders.

CRM

Use customer context for more relevant follow-up messages.

Voice AI: Remove Repetitive Work, Keep Humans for Complex Cases

Future opportunity derived from repetitive interactions already observed.

Restaurant example

- Customer requests a table at a specific time.
- AI checks availability.
- If unavailable, AI offers two alternative slots.
- Customer chooses an option.
- AI confirms the booking and passes the result into the workflow.

Other observed markets who could benefit from AI

- Property: collect locality, requirement and budget before routing.
- Education: collect qualification and study intent before counsellor handoff.
- Support: collect complaint details before escalation.
- Complex or high-value conversations still move to a human agent with collected context.

Thank You

Real-world communication workflows across industries — from IVR and routing to CRM, messaging, automation and follow-up.

Every Journey begins with a [phone call](#).

IVR

Routing

CRM

Automation