



09 August 2026

INBOUND TELECOM & OUTBOUND CAMPAIGNS

Voice AI agent use cases and capability mapping

Optimize topline & bottomline | Hyper-personalized interactions |
Micro-segmentation at scale | Enterprise-grade compliance

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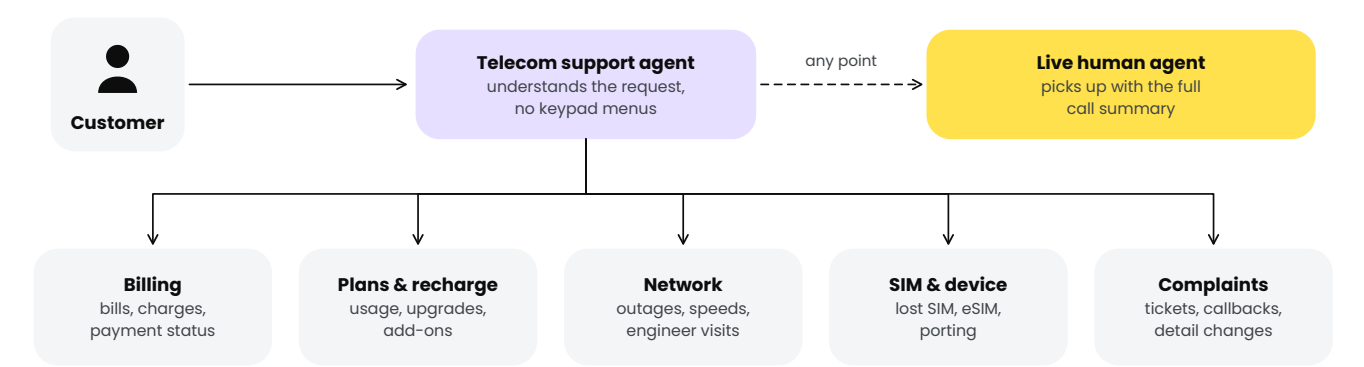
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Capability shorthand used in the tables:

SHORT NAME	CAPABILITY
KB	Knowledge base answers (never fabricates)
LOOKUP	Pre-call customer lookup + team briefing
VERIFY	Identity verification ladder (open → DOB → OTP → last transaction)
CAPTURE	Guided data capture (name, email, DOB, address, PIN code)
SCHEDULE	Callback scheduling + calendar booking with business guardrails
MESSAGE	Email / WhatsApp follow-up
TRANSFER	Live call transfer to a human with written summary
LANG	30+ languages, switchable mid-call
DETECT	Voicemail / call-screening detection (outbound)
ROUTER	Multi-agent routing to specialists (Jenny architecture)
DNC	Do-Not-Call registration and compliance close
LOG	Full tool + outcome logging, post-call webhook and transcript

Inbound Telecom Customer Support01

Deployed either as a **single Voice Assistant** (smaller operators, one queue) or as a **Jenny-style router** with specialists for Billing, Technical, Plans, SIM & Device, and Complaints (larger operators, [ROUTER](#)).



Billing & Payments

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
Current bill amount	"How much is my bill this month?" / "When is my due date?"	LOOKUP VERIFY
Bill explanation	"Why is my bill higher than last month?"	LOOKUP KB

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
Unexpected charge	"What is this ₹99 charge?" / "I was charged for a service I didn't order"	LOOKUP KB TRANSFER
Payment status	"I paid yesterday, has it reflected?"	LOOKUP
Payment failure	"My auto-debit failed, what happens now?"	LOOKUP KB MESSAGE
Payment link / reminder	Agent sends the payment link on WhatsApp during the call	MESSAGE
Duplicate / double debit	"I was charged twice for the same bill"	LOG TRANSFER
Bill copy request	"Can you email me last month's invoice?"	CAPTURE MESSAGE
Barred / suspended line	"My outgoing calls are barred" (unpaid dues explained + payment path)	LOOKUP KB MESSAGE

Plans, Recharge & Add-Ons

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
Current plan details	"What plan am I on?" / "How much data do I have left?"	LOOKUP VERIFY
Plan recommendation	"I keep running out of data, what should I switch to?"	KB LOOKUP
Plan change / upgrade	"Move me to the ₹599 plan from next cycle"	VERIFY LOG
Recharge / top-up help	"How do I recharge?" / "Recharge failed but money was deducted"	KB LOG TRANSFER
Data / roaming add-on	"I'm travelling to Dubai next week, what pack do I need?"	KB MESSAGE
Validity & expiry	"When does my pack expire?"	LOOKUP
Offer eligibility	"Do I qualify for the loyalty offer I got an SMS about?"	LOOKUP KB
Family / add-on lines	"Can I add a second number to my account?"	KB TRANSFER

Network, Coverage & Technical

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
No signal / poor signal	"I have no network at home since yesterday"	CAPTURE (PIN code) KB
Known outage check	Agent checks the caller's area and confirms an active outage + ETA	CAPTURE KB LOG
Slow data speeds	"My internet is very slow" (FUP, congestion, device settings)	KB LOOKUP
APN / device settings	"My mobile data won't connect on a new phone"	KB MESSAGE
Broadband / fibre down	"My home broadband is down": guided restart, then engineer visit	KB SCHEDULE TRANSFER
Engineer appointment	"Book someone to come look at the line"	SCHEDULE MESSAGE
Serviceability check	"Do you have fibre in my area?" (PIN code lookup on the spot)	CAPTURE KB
Call drops / voice QoS	"My calls keep dropping in the office"	CAPTURE LOG TRANSFER

SIM & Device Services

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
Lost / stolen SIM	"My phone was stolen, block my number now"	VERIFY LOG TRANSFER
SIM replacement	"I need a new SIM, mine is damaged"	VERIFY KB SCHEDULE
eSIM activation	"How do I move to eSIM?"	KB MESSAGE
Port-in (new customer)	"I want to move my number to you, what do I need?"	KB CAPTURE SCHEDULE
Port-out / retention	"I want my PAC / UPC code" → retention offer, then honour it	KB LOOKUP TRANSFER
Number change / SIM	"I changed my SIM and you can't find my account"	VERIFY TRANSFER
International roaming	"Activate roaming for my trip on the 5th"	VERIFY KB MESSAGE

Account, Complaints & Service Requests

USE CASE	SAMPLE QUESTIONS	CAPABILITIES
Update contact details	"Change my email / alternate number on the account"	VERIFY CAPTURE LOG
Address change	"I've moved, update my billing address"	CAPTURE LOG
Log a complaint	"I want to raise a complaint about repeated outages"	LOG MESSAGE
Ticket status	"What's the status of the complaint I raised last week?"	LOOKUP KB
Callback instead of hold	"I can't wait on hold, call me back at six"	SCHEDULE
Cancellation request	"I want to cancel my connection"	KB TRANSFER LOG
Language preference	"Can we speak in Hindi / Tamil?"	LANG
Stop marketing calls	"Stop calling me with offers"	DNC
Fraud / SIM-swap concern	"Someone tried to swap my SIM"	VERIFY LOG TRANSFER

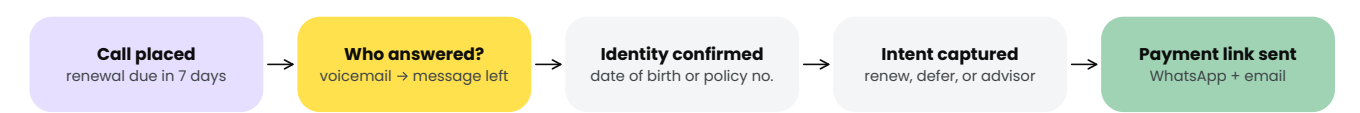
Outbound Campaigns

02

Every outbound campaign starts with **DETECT** (person / voicemail / call screening) and ends with **LOG** (outcome recorded for campaign reporting). **DNC** applies to all of them.

2A: Insurance

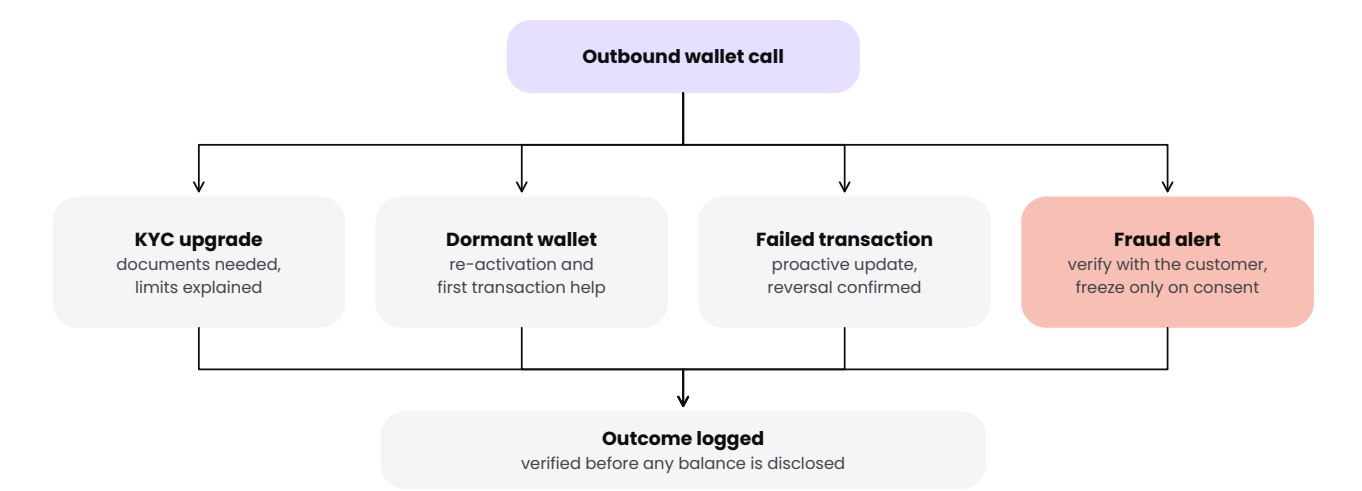
A renewal call, end to end:



USE CASE	CALL PURPOSE	CAPABILITIES
Renewal reminder	Policy due in N days: confirm intent, send payment link	DETECT VERIFY MESSAGE
Lapsed policy revival	Policy lapsed: explain revival window, grace period, and consequences	KB MESSAGE TRANSFER
Premium payment failure	Auto-debit bounced: arrange re-attempt or alternate mode	LOOKUP MESSAGE SCHEDULE
Lead qualification	Inbound web lead: qualify need, budget, and eligibility, then book	KB CAPTURE SCHEDULE
Advisor appointment booking	Book a licensed advisor slot for anything requiring advice	SCHEDULE MESSAGE
Welcome / onboarding call	New policy issued: confirm details, explain free-look period	VERIFY KB MESSAGE
Claim document follow-up	Chase missing documents on an open claim	LOOKUP VERIFY MESSAGE
Claim status update	Proactively inform on claim progress or settlement	LOOKUP VERIFY
KYC / detail verification	Confirm DOB, address, nominee, bank details on record	VERIFY CAPTURE LOG
Health check-up scheduling	Book the medical test required for underwriting	SCHEDULE MESSAGE
Cross-sell / upsell	Offer a rider or top-up cover to an existing policyholder	LOOKUP KB TRANSFER
Win-back / surrender save	Customer requested surrender: present alternatives, route to retention	KB TRANSFER LOG

Guardrails: the agent never gives regulated financial advice or quotes unapproved figures; product facts come from **KB** only, and anything advisory routes to a licensed human (**TRANSFER**) or a booked advisor slot (**SCHEDULE**).

2B: Mobile Money

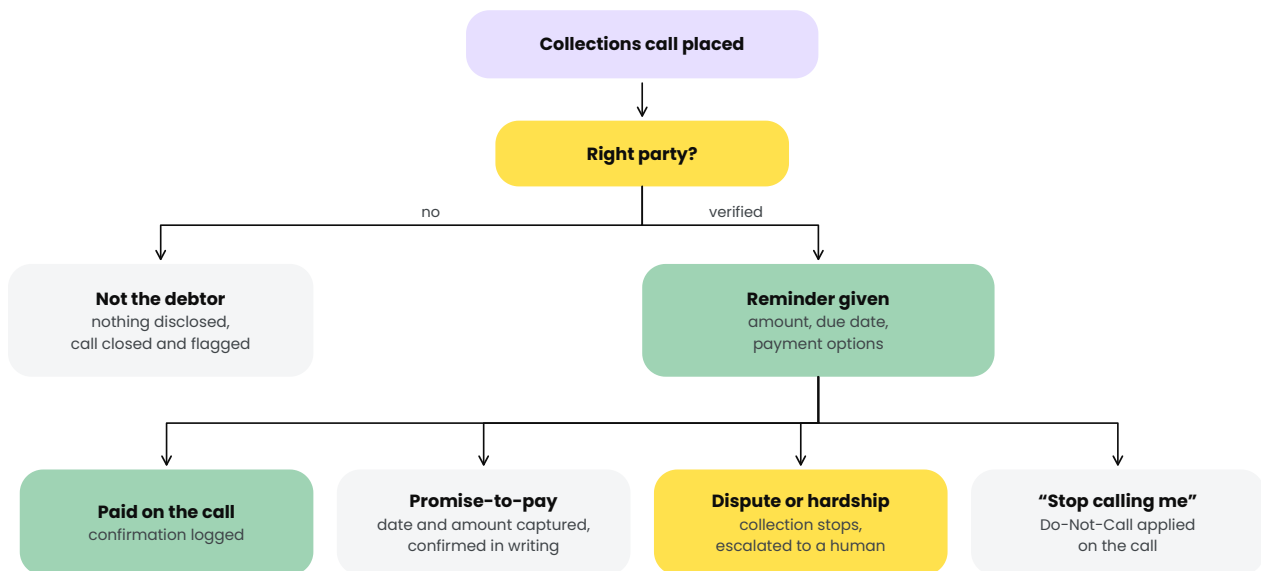


USE CASE	CALL PURPOSE	CAPABILITIES
KYC upgrade drive	Prompt tier upgrade to lift transaction limits; list documents needed	LOOKUP KB CAPTURE
KYC rejection follow-up	Explain why KYC failed and guide re-submission	LOOKUP KB MESSAGE
Dormant wallet reactivation	Re-engage inactive wallets; explain how to transact again	LOOKUP KB
Onboarding completion	Registered but never transacted: walk through the first transfer	KB MESSAGE
Failed transaction follow-up	Proactive callback on a stuck/failed transfer, with resolution or refund	LOOKUP VERIFY LOG
Reversal confirmation	Confirm money-back reversal has landed	LOOKUP VERIFY
Fraud alert verification	Suspicious activity detected: confirm with the customer	VERIFY LOG TRANSFER
Consent-based wallet freeze	On confirmed fraud, freeze only with an explicit spoken yes	VERIFY LOG
Bill due reminder	Utility or subscription bill due in the next few days	LOOKUP MESSAGE
Loan repayment reminder	Nano-loan instalment due or overdue (see 2C for arrears handling)	LOOKUP VERIFY MESSAGE
Loan eligibility offer	Customer newly eligible for a credit line	LOOKUP KB TRANSFER
Merchant / agent onboarding	Recruit or activate merchants and cash-in/cash-out agents	KB CAPTURE SCHEDULE
CSAT / post-resolution check	Confirm an earlier issue is fully resolved	LOOKUP LOG

Guardrails: balances and transaction details are disclosed only after **VERIFY**; the agent never asks for a PIN, and a wallet is never frozen without explicit consent.

2C: Debt Collection

Deliberately conservative: the agent's job is **right-party contact, reminder, and promise-to-pay capture**, never pressure, threats, or negotiation beyond a pre-approved matrix.



USE CASE	CALL PURPOSE	CAPABILITIES
Pre-due courtesy reminder	Instalment due in N days: confirm the customer is ready	DETECT VERIFY MESSAGE
Right-party contact	Confirm identity before disclosing any debt detail	VERIFY
Wrong party / third party	Not the debtor → disclose nothing, apologise, close, and flag the record	LOG DNC
Early-stage arrears (1-30 days)	Notify overdue amount, take payment commitment	VERIFY LOOKUP MESSAGE
Promise-to-pay capture	Capture date and amount the customer commits to; confirm back in writing	CAPTURE SCHEDULE MESSAGE
Broken promise follow-up	Prior commitment missed: ask what changed, re-commit or escalate	LOOKUP TRANSFER
Payment link / method help	Send the payment link, explain accepted channels	KB MESSAGE
Payment confirmation	Confirm a received payment and close the account balance question	LOOKUP LOG
Settlement / restructure	Present pre-approved options only; anything else routes to a human	KB TRANSFER
Hardship / dispute raised	Customer disputes the debt or reports hardship → stop collecting, escalate	LOG TRANSFER
Callback at a better time	"Call me after salary day" → schedule within campaign rules	SCHEDULE
Cease-contact request	"Stop calling me" → DNC immediately, close respectfully	DNC LOG
Escalation to collector	Complex, emotional, or legally sensitive → live human with full summary	TRANSFER LOG

Compliance guardrails (non-negotiable):

RULE	WHAT THE AGENT DOES
No third-party disclosure	Debt details only after identity verification; never to family or colleagues
Disclosure statement	States who is calling and why, per the configured regulatory script
No threats or misstatements	No legal-action claims, no consequences beyond the approved script
Calling-window enforcement	Campaigns run inside permitted local hours only
Dispute stops collection	Any dispute or hardship claim ends the collection attempt and escalates
Cease-contact honoured live	DNC applied on the call, not batch-processed later
Full auditability	Every call transcribed and every tool call logged with reason