Simwood
STRAIGHT-TALKING FORWARD-THINKING®

An end to nuisance calls

...and other AI magic

An end to nuisance calls, and other AI magic at Simwood

In our bi-annual catch-up with Simwood, we discuss some amazing innovations and a very exciting roadmap with founder & CEO Simon Woodhead.

Simwood has been focussed recently on bringing an end to nuisance-calls.

"On top of the calls you'd expect for the current focus by the regulator, we're also taking the next most egregious 4% of calls off the network now, protecting consumers from scams and irritation. Moreover, this is 100% automatic for all levels of our customer base - from those who are using white-labelled UCaaS, through those for whom we host number ranges or provide transit, and even for other networks who leverage our BYoC capabilities.

"4% is a low number but in this context is actually a heck of a lot. The fact is though, we could take 38% of calls off the network today if we let existing capabilities loose. We're engaged with Ofcom as while other operators emit hot air while reaping supra-normal profits from such calls, us doing all we're able to at this stage would be self-defeating - for us and consumers - and would drive those profits higher. We will crank protection up further, as the market permits, but now, and along the way, Simwood customers can rest assured they're getting the highest level of protection available in the market, for free."

This is only possible because of Simwood's wholly owned and dynamic platform. The same capabilities that have applied 200+ fraud checks in real-time to every single call for well over a decade are now being applied to combat nuisance calls.

"At a small scale, analysing calling patterns is fairly straightforward, but you have no meaningful data. At a larger scale you have great swathes of data but even determining simple statistics across billions of number combinations can easily be a challenge. We're not just analysing simple statistics, we're comparing advanced patterns over long periods of time, many of which we've discovered through letting the data talk to us, and we're adding more regularly. We're leveraging not only AI but big data and cloud burstability. Some networks claim they can't block calls because they're so vast (they can however bill for them), but we've done this in a way that can economically scale horizontally to any size of network."

"We look forward to our regulator incentivising other operators to put obligations and consumer protection ahead of their C-suite bonus pot. There is a world where old people can answer the phone safely again, and as an industry, we don't need to drive our customer base to WhatsApp through short-term greed!"

Speaking of AI, nuisance call handling is not all that's been cooking over at Simwood.

"Automation already cuts through everything we do - it has to in order to offer innovation and best value in 2025. We've done a load of work on porting automation, passing on 75% discounts to those customers who have ports 100% automated end-to-end, and massively accelerated responses. We've seen ports submitted via our API and accepted for porting in under 3 minutes. That can't always be the case because there are other operators who are very manual or like to make life difficult, but well over 60% of requests into Simwood are end-to-end automated now. We're not done yet either."

"When it comes to AI, we're on a journey. I know it is a topic many like to talk about, few of whom have the first clue what it is, but our journey is one of discovery and enlightenment. It is making a huge difference internally, from assisting with coding (increasing the productivity of our teams dramatically), through to designing matrices for nuisance call scoring. It is also finding its way directly into products so we can extend the benefits through our customers to end-user call centres and SMEs."

"One feature we announced late Q1 is Conversational AI. In a few sentences, users can describe the personality and role of an intelligent voice agent, give it access to resources (knowledgebase, website, pricing etc.) and let it loose on any number on the Simwood network, or indeed globally via BYoC on any number on other networks. The agent will hold intelligent conversations, picking up humour and nuance and feedback a summary of the call. For example, feel free to give Jay a call on 0330 122 3004. Jay is an agent with access to our website and little else - the kind a Simwood customer could create in 20 seconds - and he's briefed to answer questions and take contact details. With more preparation, the sky is the limit."

"For Q2 we're working on some mind-blowing enhancements to this. Conversational AI will be available in our Hosted platform so any end-user can configure their own information line/enquiry taker or virtual assistant. We're adding more structured output so the agent can effectively complete forms, gather specific information and give it in a structured way. Even better, we're adding call-control so an agent can replace an IVR with a conversation, directing the call to the most appropriate extension, be it on Teams, SIP or off-net. Lastly, we're adding context so agents know what went on before and agents can refer calls to other agents without the caller needing to repeat themselves!"

"Also in Q2 is leveraging our voice agents inside Simwood. For example, when callers from other networks want to activate a number port, an agent is perfect for dealing with them, whether in Wolverhampton or Bengaluru. When customers haven't opened a support ticket but wonder whether they should, an agent can easily answer questions, relay details on network status and collate details of such non-tickets, or connect through to a human if appropriate. There's myriad other applications, both externally and internally and every one we deploy improves consistency and frees our team up to add value where humans still should."

Simwood again seems to be well ahead of the game.

Other networks or resellers looking to enhance their proposition, be it through reducing nuisance calls, being operationally more efficient, or deploying Conversational AI, might want to give them a call on 033 0120 1313 (or speak to Jay on 0330 122 3004).
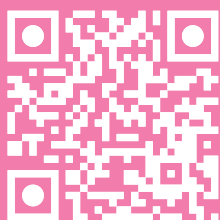
Interested?
Let's talk.

033 0120 1313
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