



OPTUS

Dubber call recording and AI gives Optus customer experience edge

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Catherine Yue, Senior Director of Mobile for Optus Enterprise and Business

BENEFITS OF DUBBER

- Address Customer Demands
- Differentiated Offering to Customers
- Monetising the value of mobile network and delivering a “Living Network”
- Partnership and Support



Revenue, Retention, Differentiation at Optus

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As an Australian leader in telecommunications, Optus provides mobile, fixed line telephony, internet, satellite, entertainment and business network services to more than 10 million customers each day. It is part of the Singtel Group.

Optus partnered with Dubber to natively integrate conversational recording and AI into the Optus mobile network - an Australian-first. The telco also offers Dubber on its UC (unified communications) solutions such as Optus Loop, Microsoft Teams and Cisco Webex (Optus Cloud Calling). Dubber enables the carrier to drive new revenue streams, deliver differentiated solutions and address customer needs.

Catherine Yue, Senior Director of Mobile for Optus Enterprise and Business says Dubber’s solution gives Optus an edge by improving the customer experience and boosting employee experience of Optus’ enterprise and SMB customers.

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Optus sees several benefits from partnering with Dubber

→ Address Customer Demands

Optus initially looked to Dubber when the company’s financial services team needed to find tools that could help financial services customers deal with compliance requirements. The company’s sales team quickly realized it could benefit customers across many other use cases and industries such as retail, legal, entertainment or in healthcare.

The acceleration and adoption of hybrid work means businesses are making more use of mobile devices and UC solutions. They demand insights and productivity gains from those conversations. Dubber helps deliver customer value by capturing and unifying voice data from any end point such as mobile, SIP trunking or UC, together with AI-powered intelligence.

Yue says “We empower our sales team to elevate the conversation with customers to a different level. It’s not just about a mobile device. It’s about the value of voice data and the insights from conversations.”





→ Differentiated Offering to Customers

One of Optus' primary drivers for implementing Dubber unified call recording and AI is its ability to provide a differentiated offering.

Yue says "We want to offer propositions which resonate with customers and add value. We want to offer them something that's compelling and relevant. Customers are reviewing the Dubber solution because it meets a very real business requirement. It helps us go into prospective customers with a new solution to help their business."

→ Monetising the value of mobile network and delivering a "Living Network"

By offering value added embedded services to every mobile customer, Optus can monetize its mobile network investment. Yue says: "We're always looking for ways to add value to the network. Because Dubber is native in the network, users don't need to worry about using an app or doing anything at all. They just use their mobile as they normally would to make a call and Dubber records and transcribes it. It doesn't matter if they use an iPhone or an Android, it just works."

→ Partnership and Support

It's more than just a vendor relationship. Dubber demonstrates true partnership with deep expertise, collaboration and resources across deployment, technology, sales, and marketing. This set Dubber apart from other vendors considered at the beginning of the project.

"Our portfolio is stronger because of our partnership. Dubber's experience globally and the technical resource compliments us as a carrier. The partnership with the sales and marketing teams is also valuable. We can deliver a much stronger proposition because we partner."

Catherine Yue, Senior Director of Mobile for Optus Enterprise and Business

"Native" means embedded at the core IMS network level, Dubber directly records from the Optus mobile network.



Why more service providers select Dubber

1 Revenue Uplift

New recurring revenue streams by monetising the value of all conversations across all services.

2 Answer Customer Demand

Solve compliance, customer experience, dispute resolution, productivity and training requirements. Built for the hybrid world.

3 Reduce Churn

Create customer stickiness with new voice data offerings and services.

4 Reduce Operating Costs

Eliminate CAPEX and legacy call recording costs - no infrastructure, incremental or hidden costs.

5 Differentiation & Rapid Innovation

Put AI on every end point and deliver insights from every conversation.

6 Speed up time to market

Simple deployment and seamless integration into infrastructure - Cisco Broadsoft, Webex, Microsoft Teams, Zoom, Operator Connect, mobile and more.



Ready to get more from your network?

visit **dubber.net** for more

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