CURIOUS THING

Curious Thing is a tech company with AI at its core. Its conversational voice AI technology is currently used in talent acquisition and contact centre automation. The company's mission is to help businesses harness the power of AI to proactively engage with people and uncover deeper insights from conversations.

Built intelligent solutions that are global and scalable

Enabled personalized interactions with high volumes of people

vonage.com

Wonder How Curious Thing Reaches People All Across the Globe? The Answer is Vonage.

The combination of Curious Thing and the **Vonage Communication Platform** (VCP) enables businesses to connect with people at scale, across geographies and channels.

"With the Curious Thing engine, what we're able to do is understand people in their own language," explains Rik Johnson, Head of Intelligent Contact Solutions, Curious Thing. "Without Vonage, we wouldn't be able to connect with huge volumes of people at scale, while maintaining a really personalized interaction. The combination of the Curious Thing engine and the near-limitless capability of Vonage APIs together helps us solve a variety of problems for our customers."

Leveraging the wide-range of Vonage APIs including **Voice**, **SMS**, **Numbers** and **Reports**, Curious Thing is constantly innovating and re-imagining what it means to connect.

Intelligent Communications at Scale

The team behind Curious Thing is focused on building intelligent communications solutions that provide personalized experiences - from AI recruitment interviews that mimic conversational interaction, to automated conversational AI campaigns that have the capacity to handle thousands of calls per day. Vonage APIs, combined with the Curious Thing intelligent capabilities, allow companies to connect with people at massive scale at crucial moments.

"The tools we've built using Vonage APIs allow our customers to connect with people quickly and at cost - from sharing information in a crisis to reminders about membership renewals," explains Johnson. "During the beginning of the COVID-19 crisis, a customer came to us with a situation where they needed to connect to their customer base urgently and find out who could comply with the requirement to be able to continue training. Getting this information out to the right people would impact public safety and people's livelihoods, but it was an insurmountable task to be done manually."

"With Curious Thing and Vonage, the customer was able to establish intelligent, conversational contact with 150,000 people in 10 days, knowing that the quality of the interaction was reliable and secure for such a sensitive matter."

Global Reach, Personal Connections

The combination of Curious Thing and Vonage capabilities has the capacity to build personal connections on a global scale. Reaching people where they are, and when they are available creates a seamless experience and allows people to connect with potential employers, government officials, or brands when they feel most comfortable and ready for the conversation.

"When it comes to building communications solutions, it's all about bringing the right components together to be able to deliver an outcome which works for the business and for the customer as well," declares Johnson.

Collaboration and Innovation

Key to success for Curious Thing is the ability and flexibility to explore and develop new products that meet the needs of customers around the globe. It found flexibility and support in Vonage.

"When we were looking for a communications provider, we knew that building the right kind of partnership is super important. One of the things that's really strong about our partnership with Vonage is how consultative and collaborative it is," commented Johnson. "We can come to the Vonage team with a particular problem and say, 'We think this is possible, but how can we go about doing it?' With Vonage, we're not just buying solutions off the shelf, we're working together to try and actually solve new challenges."