

**CASE STUDY**

AI-Powered Virtual Receptionist for  
Professional Services



# About the Client

The client is a UAE-based professional services firm offering Audit, Tax, Advisory, HR, Payroll, and Consulting services across multiple emirates, including Dubai, Abu Dhabi, Sharjah, and Fujairah.

With a workforce of over 250 employees and multiple client-facing departments, the organization handles a high volume of inbound calls daily from clients, prospects, partners, and regulatory bodies. Ensuring calls are answered professionally and routed accurately was critical to maintaining service quality and professional credibility.

## Employees

250 - 300

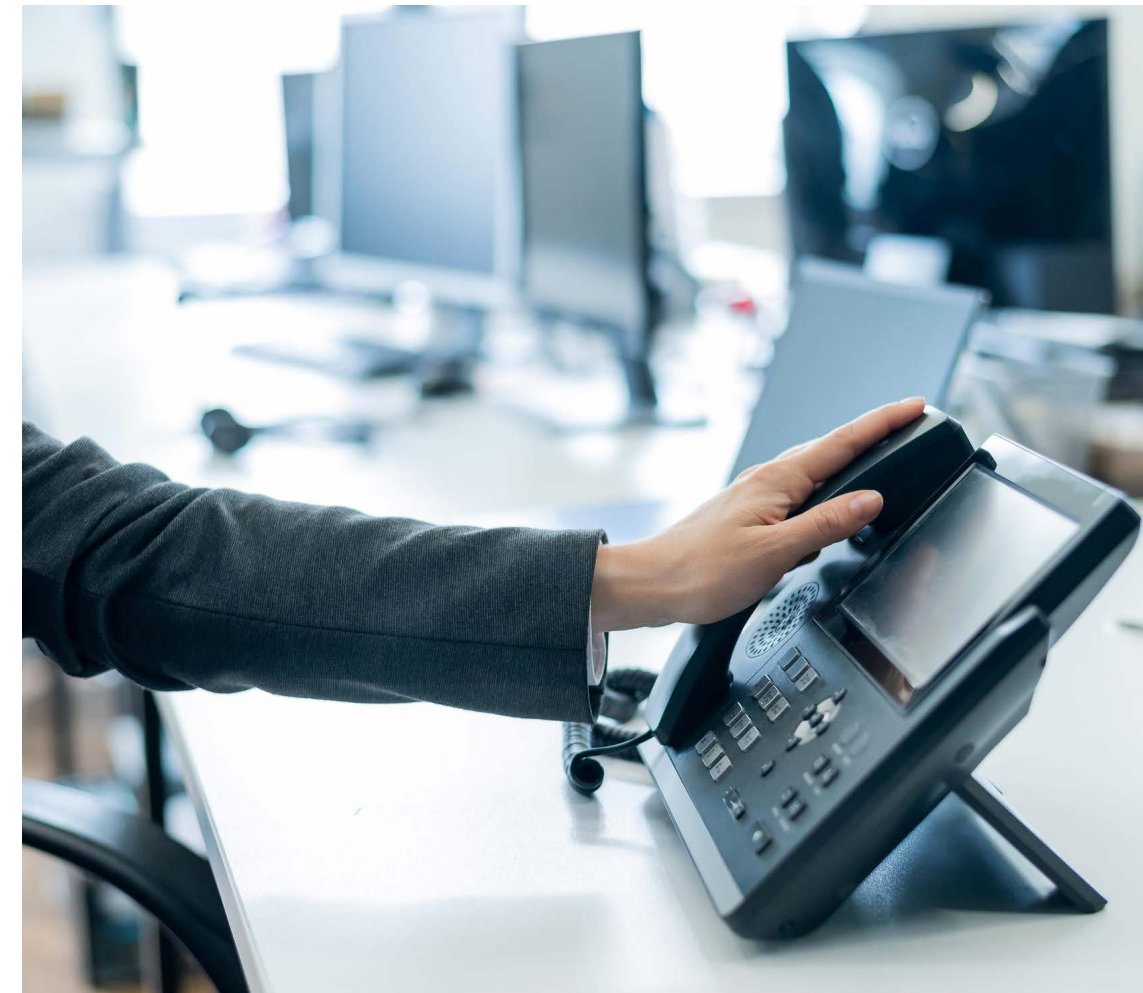
## Industry

Professional Services - Audit, Tax, Advisory, HR, Payroll & Consulting

## Region

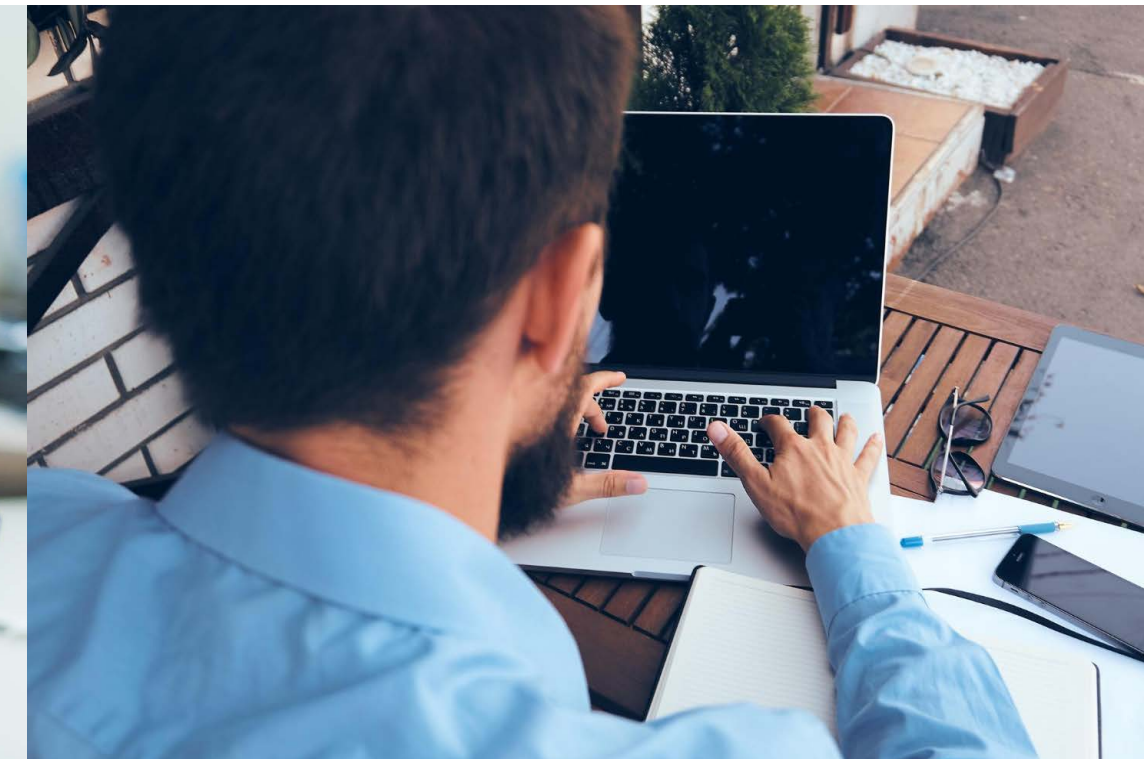
UAE (multi-location)

# Operational Hurdles



## High Call Volume & Manual Handling

A significant portion of inbound calls were handled manually by receptionists, resulting in delays, congestion during peak hours, and inconsistent caller experiences.



## Employee Availability & Presence Detection

Accurately routing calls based on whether employees were in-office or working remotely was difficult due to limited real-time presence visibility across systems.

## Limited Visibility & Reporting

There was no centralized view of call volumes, missed calls, routing outcomes, or department-level demand patterns.



## Complex Department Structures

Calls needed to be routed by intent: specific employee, department, HR, or general inquiry, across multiple service lines with defined primary and secondary escalation paths.

## Telephony System Dependencies

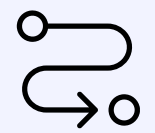
The existing Avaya telephony environment required careful integration, including internal extension routing and reliable fallback handling.

# Solution



## AI-Powered Virtual Receptionist

Difinity Digital designed and deployed an AI-based virtual receptionist capable of understanding caller intent in natural language and routing calls accordingly, whether to a specific employee, department, HR team, or receptionist.



## Intelligent Call Routing Logic

The system integrates employee metadata such as resource IDs, extensions, and mobile numbers to determine availability. Calls are routed to internal extensions when employees are available, with automated fallback to mobile numbers when required.



## Avaya Telephony Integration

The AI receptionist was integrated directly with the client's Avaya infrastructure, enabling controlled call routing, extension dialing, and configurable fallback scenarios while respecting existing telephony constraints.



## Call Logging & Reporting

All inbound calls are logged with intent classification, routing outcomes, and timestamps. This enables daily reporting, missed-call alerts, and actionable operational insights for management.

# Impact

Reduced Manual Effort

**Lowered receptionist workload by 75-80% through automated call handling.**

Faster Call Handling

**Reduced average call handling time by 40-50% across departments.**

Consistent Caller Experience

**Delivered immediate, professional, and standardized responses across all locations.**

Smarter Call Routing

**Automatically classified and routed over 90% of inbound calls using AI-driven intent detection.**

Zero Missed Calls

**Eliminated missed calls during peak hours with intelligent routing and fallback logic.**

Operational Visibility

**Centralized call logs and reports provided clear insights into call volumes and routing outcomes.**

# Decoding Difinity: Our World and What We Do

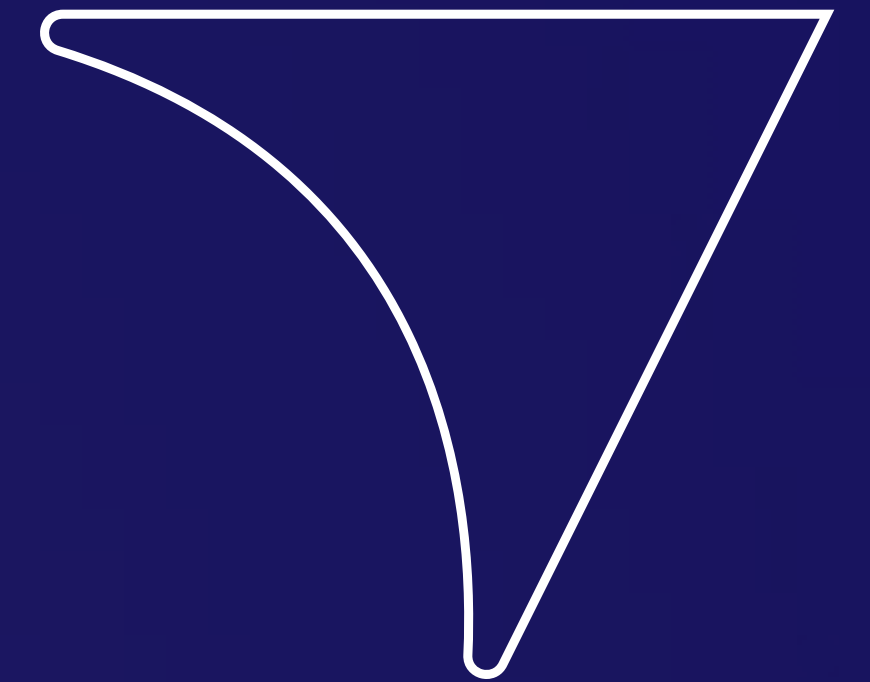
At Difinity Digital, we're not just a tech consulting firm; we're your innovation partners. We specialize in crafting transformative solutions that empower enterprises worldwide to redefine their technology engagement. Our mission is to drive sustainable growth by harnessing the power of intelligent automation, data analytics, and custom software development.

Our dedicated team of experts leverages cutting-edge technologies to streamline operations and boost efficiency across various sectors, including finance, accounting, banking, insurance, logistics, and software and digital platforms. From automating business processes with AI to enhancing KYC compliance and optimizing accounts receivable/payable workflows, our solutions are designed to elevate your business.

At Difinity Digital, we believe in revolutionizing industries and creating lasting impact. We're not just providing services; we're shaping the future of digital transformation.

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