

FROST & SULLIVAN  
BEST PRACTICES



2026

GLOBAL ENTERPRISE  
VOICE TRUST

CUSTOMER VALUE  
LEADERSHIP

AVOXI

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AVOXI excels in many of the criteria in the global enterprise voice trust space.

| RECOGNITION CRITERIA   |                               |
|------------------------|-------------------------------|
| Business Impact        | Customer Impact               |
| Financial Performance  | Price/Performance Value       |
| Customer Acquisition   | Customer Purchase Experience  |
| Operational Efficiency | Customer Ownership Experience |
| Growth Potential       | Customer Service Experience   |
| Human Capital          | Brand Equity                  |

Delivering Trust as an Operational Outcome

AVOXI has carved out a distinctive position in the emerging Global Enterprise Voice Trust market by embedding trust directly into the fabric of enterprise voice communications. This trust is realized through ensuring that voice calls are consistently completed, accurately identified, clearly recognized, and confidently answered across global networks. Rather than treating trust as a standalone feature, AVOXI integrates inbound voice stability, outbound caller identity, reputation management, and AI-driven analytics into the unified AVOXI Cloud Voice Platform. This integrated approach enables enterprises to actively manage how they are perceived across global voice networks, ensuring that both inbound and outbound communications are reliable, recognizable, and trusted.

For inbound communications, the focus is on reliability, availability, and consistent call completion across global networks. For outbound communications, AVOXI emphasizes caller identity, reputation management, and trust-building mechanisms that help enterprises improve answer rates and engagement. These capabilities are supported through integrated analytics and control layers across the platform.

The company’s value proposition is particularly compelling in multinational enterprise environments, where voice communications must operate seamlessly across dozens of countries, carriers, and regulatory frameworks. With coverage spanning more than 160 countries that is supported by over 110 in-country

carrier interconnects, AVOXI provides enterprises with the scale, consistency, and control required to maintain trusted voice interactions globally.

AVOXI differentiates itself from other technology providers by combining voice infrastructure, identity management, and analytics within a single platform. This enables enterprises to not only understand trust dynamics but operationalize and optimize them in real time. The platform's ability to pre-program and manage numbers at scale, combined with AVOXI's vast network of global interconnects, further ensures consistent behavior across both inbound and outbound scenarios—an essential requirement for enterprise operations primarily outside the U.S., which represents approximately 80% of AVOXI's business.

### Price/Performance Value: Maximizing ROI Through Integrated Voice Trust Capabilities

AVOXI delivers superior price/performance value by unifying multiple traditionally fragmented capabilities—global voice connectivity, analytics, caller identity management, and trust optimization—into a single software-driven platform. This consolidation eliminates the need for enterprises to deploy, integrate, and manage multivendor components for infrastructure, reputation monitoring, and outbound optimization.

The company's packaging model further enhances value. All core features are available across its licensing tiers, with pricing primarily tied to usage (minute bundles), allowing customers to scale capabilities without incurring significant incremental platform costs. This approach ensures that enterprises gain access to advanced functionality, such as intelligent caller ID, branded calling, and reputation management, without the complexity and expense of assembling disparate solutions.

AVOXI's proactive monitoring and automation capabilities additionally reduce operational costs by

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**VP of Connected Work Research**

minimizing downtime and improving issue resolution speeds. The company reports that AI-driven monitoring can reduce issue resolution time by up to 50%, directly improving both operational efficiency and customer experience. The platform abstracts significant underlying complexity, including support for over 160 countries and multiple number types, allowing customers to operate globally without managing telecom intricacies.

AVOXI combines number testing and continuous monitoring to optimize performance across both inbound and outbound environments. Number testing enables enterprises to simulate and validate how their numbers behave across networks prior to deployment, while ongoing monitoring and scoring

evaluate factors such as dialing patterns, answer rates, and spam labeling risk. Together, these capabilities help steer customers toward best practices, reduce reputational risk, and improve overall performance predictability.

The recently launched AVOXI Trusted Outbound solution—including TrueLocal number presentation, intelligent caller ID, reputation management, and branded calling—directly addresses the primary challenge facing enterprises: ensuring outbound calls are recognized and answered. These capabilities collectively improve customer engagement while reducing the risk of calls being flagged as spam or ignored.

Compared to other technology providers, AVOXI's integrated approach delivers a higher return on investment by simultaneously improving answer rates, reducing communication costs, and streamlining vendor management.

#### **Customer Purchase Experience: Transparency and Flexibility in Global Voice Deployment**

AVOXI simplifies what is typically a complex and opaque purchasing process for global voice services. Enterprises can rapidly provision numbers, select service tiers, and deploy capabilities through a streamlined, software-driven interface. The platform's modular design allows organizations to start with inbound services—often the initial entry point—and expand into outbound trust solutions as their needs evolve. However, outbound-first adoption is increasingly common in sales-driven use cases, reflecting growing demand for answer-rate optimization.

This flexibility is particularly valuable for global enterprises with diverse use cases across regions and departments. Customers can adopt capabilities incrementally, avoiding large upfront commitments or disruptive system overhauls. This experience is complemented by white-glove onboarding and dedicated account success management, ensuring smooth deployment and rapid time to value.

Transparency is further enhanced through real-time analytics and reporting, which provide visibility into call performance, quality, and trust metrics. Customers can quickly understand how their voice operations are performing and identify areas for optimization without requiring extensive technical expertise.

Compared to other technology providers, AVOXI reduces friction in the purchasing and deployment process by combining ease of use with enterprise-grade configurability, ensuring that customers can quickly realize value while maintaining control over their voice environments.

#### **Customer Ownership Excellence: Continuous Alignment with Customer Growth and Complexity**

AVOXI excels in customer ownership by ensuring its platform evolves alongside changing global enterprise needs. Its solutions are designed to support increasing complexity in customer environments, including expansion into new geographies, adoption of AI-driven customer engagement, and shifts toward cloud-based architectures.

A key differentiator is the company's focus on proactive service delivery. Machine learning models monitor phone number behavior, call quality, and routing performance in real time, enabling the platform to identify and address issues before they impact customer operations. This preemptive approach ensures customers experience consistent performance even as their voice environments scale and become more complex. It also represents a significant shift from traditional reactive telecom models, enabling issue prevention rather than post-event resolution.

The proactive model extends differently across inbound and outbound domains. For inbound, machine learning focuses on ensuring consistent call completion and quality across heterogeneous carrier

environments, many of which are outside direct AVOXI control. For outbound, the emphasis shifts to monitoring number reputation, detecting labeling risks, and dynamically optimizing caller identity strategies.

The platform also supports seamless integration with leading contact center (e.g., 8x8, Amazon Connect, Five9, Genesys), unified communications (e.g., Microsoft Teams, RingCentral, Zoom), voice AI (e.g., Decagon, ElevenLabs, NLPearl and Vapi) and enterprise applications (e.g., Freshdesk, Salesforce, ServiceNow), allowing customers to embed AVOXI's capabilities within their existing technology stacks. This interoperability enhances long-term usability and reduces the risk of vendor lock-in with adjacent contact center, enterprise communications and voice AI providers.

Compared to other technology providers, AVOXI fosters a stronger sense of ownership by empowering customers to actively manage and optimize their voice identity and performance, rather than passively relying on external systems. By separating and optimizing different trust layers, AVOXI enables enterprises to achieve reliable, trusted voice interactions while addressing the fundamentally different technical and behavioral challenges of inbound and outbound calling.

#### **Customer Service Experience: Proactive, AI-Driven Support and Reliability**

AVOXI delivers a high-quality customer service experience by shifting from reactive support to proactive service management. Its AI-driven monitoring systems—such as Proactive Service, Call Insights, and Number Testing—continuously analyze network performance, call quality, and number behavior, enabling rapid detection and resolution of issues before they escalate. These capabilities are supported by a broader proprietary automation and AI toolkit—delivered through the AVOXI Cloud Voice Platform and features such as Flow Builder and Intelligent Caller ID—that span the entire service delivery lifecycle, enhancing both operational efficiency and service consistency.

This model is particularly important in the context of voice trust where even minor disruptions, such as degraded call quality or misidentified numbers, can significantly impact customer satisfaction. By maintaining high levels of reliability and consistency, AVOXI ensures that enterprises can depend on their voice communications as a critical business channel.

The company's analytics capabilities also empower customers to self-manage many aspects of their operations, reducing reliance on external support teams while maintaining high levels of service quality. Real-time dashboards, automated reporting, and diagnostic tools provide actionable insights that enable faster decision-making and problem resolution.

Compared to other technology providers, AVOXI enhances the customer service experience by combining proactive monitoring, automation, and user empowerment into solution lifecycle management, resulting in faster response times and reduced operational stress. This model is reinforced by a global operations team spanning five continents that supports customers 24x7x365 to ensure continuous service availability.

#### **Brand Equity and Human Capital: Building Trust Through Measurable Customer Outcomes**

AVOXI's brand equity is closely tied to its ability to deliver measurable improvements in customer outcomes, particularly in the areas of answer rates, call reliability, and operational efficiency. By focusing

on tangible business results rather than abstract technical capabilities, the company has established a strong reputation among enterprise customers. The company's ability to effectively support over 5,000 customers globally further reinforces its credibility and market presence. Its success across multiple industries, including financial services, healthcare, and logistics, demonstrates the broad applicability of its solutions. Compared to other technology providers, AVOXI has built strong brand equity by consistently delivering outcomes that matter most to enterprise customers—trust, reliability, and performance at global scale. Internally, this performance is supported by a strong innovation culture, evidenced by employee net promoter scores (NPS) above 70, and strategic initiatives such as biannual innovation programs that accelerate product development and foster alignment, hands-on-expertise, and collaboration across global cross-functional teams.

### Customer Acquisition: Scalable Model Driven by Enterprise Value Proposition

AVOXI's customer acquisition strategy is anchored in a clear and compelling value proposition: enabling enterprises to improve voice communication performance while simplifying global operations. This message resonates strongly with organizations operating across multiple countries, where managing

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international voice infrastructure and trust can be particularly challenging. Recent customer expansion includes leading global logistics, pharmaceutical, and travel enterprises, reinforcing AVOXI's strong enterprise alignment.

The company's go-to-market approach leverages both direct sales (approximately 80% of business) and partnerships with leading technology platforms, allowing it to reach a wide range of enterprise customers. The company's extensive partner ecosystem, including deep integrations with leading contact center as a service (CCaaS) and voice AI platforms and collaboration with enabling-technology providers, extends its reach while embedding AVOXI capabilities within broader enterprise

communication workflows. These partnerships not only facilitate customer acquisition but also enhance product integration and deployment efficiency.

AVOXI's ability to deliver immediate value, such as improved call quality and local number presence, encourages initial adoption, while its outbound trust solutions drive expansion within existing accounts. This land-and-expand model supports both customer acquisition and retention.

Compared to other technology providers, AVOXI's acquisition strategy is highly effective because it aligns closely with customer priorities, enabling rapid adoption and long-term engagement. This is evidenced by best-in-class net dollar retention, reflecting strong expansion within existing enterprise accounts. The company also reports improving go-to-market efficiency, with optimized sales and marketing investment driving incremental revenue growth.

## Growth Potential: Positioned at the Intersection of Critical Market Trends

AVOXI is well positioned for sustained growth, driven by its alignment with several key industry trends. These include the migration to cloud-based communications, the consolidation of voice providers, and the increasing adoption of AI in customer engagement. As enterprises transition away from legacy telephony systems, they require more flexible, software-driven solutions that can support global operations. AVOXI Cloud Voice Platform addresses this need by combining scalability, automation, and advanced analytics.

The growing importance of outbound voice trust, driven by spam labeling and declining answer rates, further enhances the company's growth potential. AVOXI's investments in reputation management, intelligent caller ID, and branded calling position it to capitalize on rising demand for integrated, AI-driven trust optimization, with the new capabilities increasingly bundled within advanced service tiers to drive customer adoption. At the same time, sustained demand for highly reliable inbound voice services enables AVOXI to preserve strong revenue momentum within its core inbound voice solutions portfolio.

Supported by strong business performance and a rapidly expanding customer base, AVOXI is well established in a high-growth market segment. The company's wholly self-funded model, combined with sustained revenue growth and improving profitability, underscores its financial discipline and long-term stability. Compared to other technology providers, AVOXI's ability to integrate infrastructure, identity, and analytics into a cohesive platform provides a strong foundation for continued expansion and market leadership.

## Conclusion

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AVOXI delivers comprehensive, high-impact solutions that address one of the most critical challenges in modern business communications. By integrating inbound stability, outbound trust, and AI-driven optimization into a single platform, the company enables enterprises to achieve superior communication outcomes at global scale.

Crucially, AVOXI's differentiation lies in its ability to treat inbound stability and outbound trust not as isolated features, but as interdependent components of a unified voice strategy. By applying distinct analytics, proactive monitoring, and AI-driven optimization to each domain, the company delivers a comprehensive approach to voice trust that aligns with real-world enterprise requirements.

For its strong overall performance, AVOXI is presented with Frost & Sullivan's 2026 Global Customer Value Leadership Recognition in the enterprise voice trust industry.

## What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition identifies the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

| VALUE IMPACT |                               |                                                                          |                                                    |
|--------------|-------------------------------|--------------------------------------------------------------------------|----------------------------------------------------|
| STEP         |                               | WHAT                                                                     | WHY                                                |
| 1            | <b>Opportunity Universe</b>   | Identify Sectors with the Greatest Impact on the Global Economy          | Value to Economic Development                      |
| 2            | <b>Transformational Model</b> | Analyze Strategic Imperatives That Drive Transformation                  | Understand and Create a Winning Strategy           |
| 3            | <b>Ecosystem</b>              | Map Critical Value Chains                                                | Comprehensive Community that Shapes the Sector     |
| 4            | <b>Growth Generator</b>       | Data Foundation That Provides Decision Support System                    | Spark Opportunities and Accelerate Decision-making |
| 5            | <b>Growth Opportunities</b>   | Identify Opportunities Generated by Companies                            | Drive the Transformation of the Industry           |
| 6            | <b>Frost Radar</b>            | Benchmark Companies on Future Growth Potential                           | Identify Most Powerful Companies to Action         |
| 7            | <b>Best Practices</b>         | Identify Companies Achieving Best Practices in All Critical Perspectives | Inspire the World                                  |
| 8            | <b>Companies to Action</b>    | Tell Your Story to the World (BICEP*)                                    | Ecosystem Community Supporting Future Success      |

\*Board of Directors, Investors, Customers, Employees, Partners

