CYCLR

CUSTOMER CASE STUDY

NeuralVoice

Customer Since: 2023

Contract Level: Growth

Geography: UK
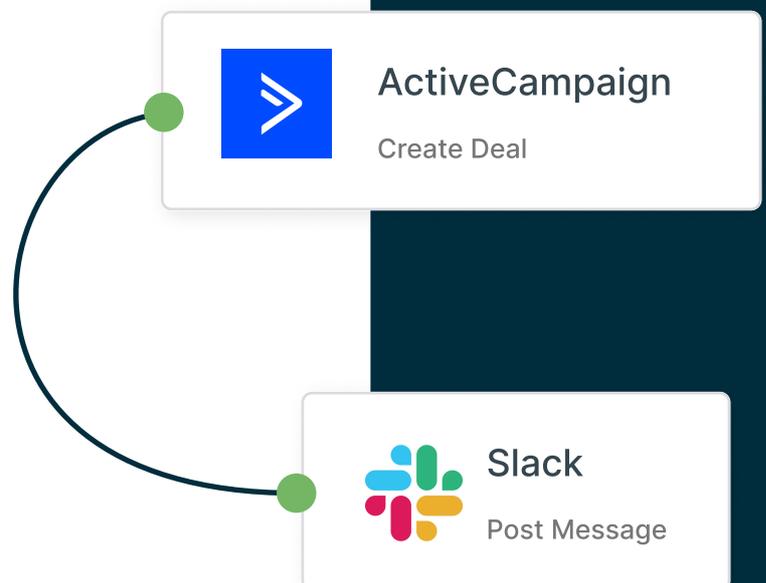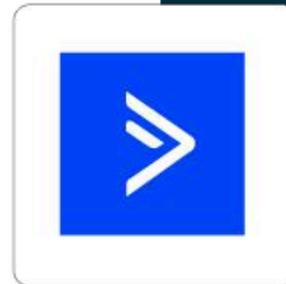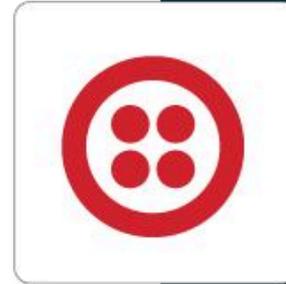
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Create Deal

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Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"Cyclr, not only does it save you money and time, but it saves your sanity as well."

Harry Finch, Lead Software Engineer

About Neural Voice

Neural Voice is a **voice-to-voice AI software** that allows users to speak to an AI Voice Agent.

These AI Characters sound like a person, respond like a person, and are a lot more in-depth than Siri or Alexa. These conversations are incredibly powerful with realistic AI characters that can be customised depending on what the business needs.

Neural Voice chose to implement Cyclr after a colleague's suggestion as they had previously used **Cyclr for 10 years** in various businesses. They encouraged Neural Voice to utilise Cyclr for their integration needs.
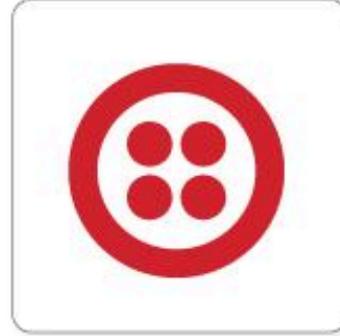
Harry Finch, Lead Software Engineer at Neural Voice

Company Usage of Cyclr

Cyclr **powers Neural Voice's AI Conversation** with a workflow that stores the data in a CRM, uploads the conversation transcript and sends a message to the user. This is **achieved using Webhooks** that integrate Neural Voice with other systems such as HubSpot and Bird, with the **Webhook being triggered by the AI Conversation**.

Automatic email or WhatsApp messages are then sent, with all the relevant information, **without the need for any manual intervention**.

"Our business thrives on AI, and what excites me the most is our ability to effortlessly extract all the necessary data from our platform and integrate it with Cyclr. This integration facilitates a streamlined workflow, allowing for quick and efficient ETL processes."

Harry Finch, Lead Software Engineer

Cyclr has **eliminated** the need for Neural Voice to **build new integrations from scratch** every time they think of something they'd like to do.

Instead, they **pass all the information** to **Cyclr** and **use it as an ETL**. This is all based on whatever their customer needs are.

For instance, if they want to send SMS, Whatsapp messages, or integrate into Hubspot Dynamics, Salesforce, etc.

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HubSpot

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View a range of OpenAI integrations that can send messages and customise content... More

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Neural Voice has a **suite of pre-built Cyclr template integrations** in place for many of the most popular CRMs such as Hubspot, Pipedrive, Salesforce, etc., all of which work with OpenAI API. When a **new customer signs up** with them, they can **simply copy the original template and customise** it to suit the customer's exact requirements.

This method got an **integration** for a Neural Voice's customer in the enterprise travel business **to market in a matter of a week**.

"Cyclr's out-of-the-box integrations save us significant time and effort.

We can simply use its visual builder to drag and drop, link, and map methods, eliminating the need for bespoke integration frameworks."
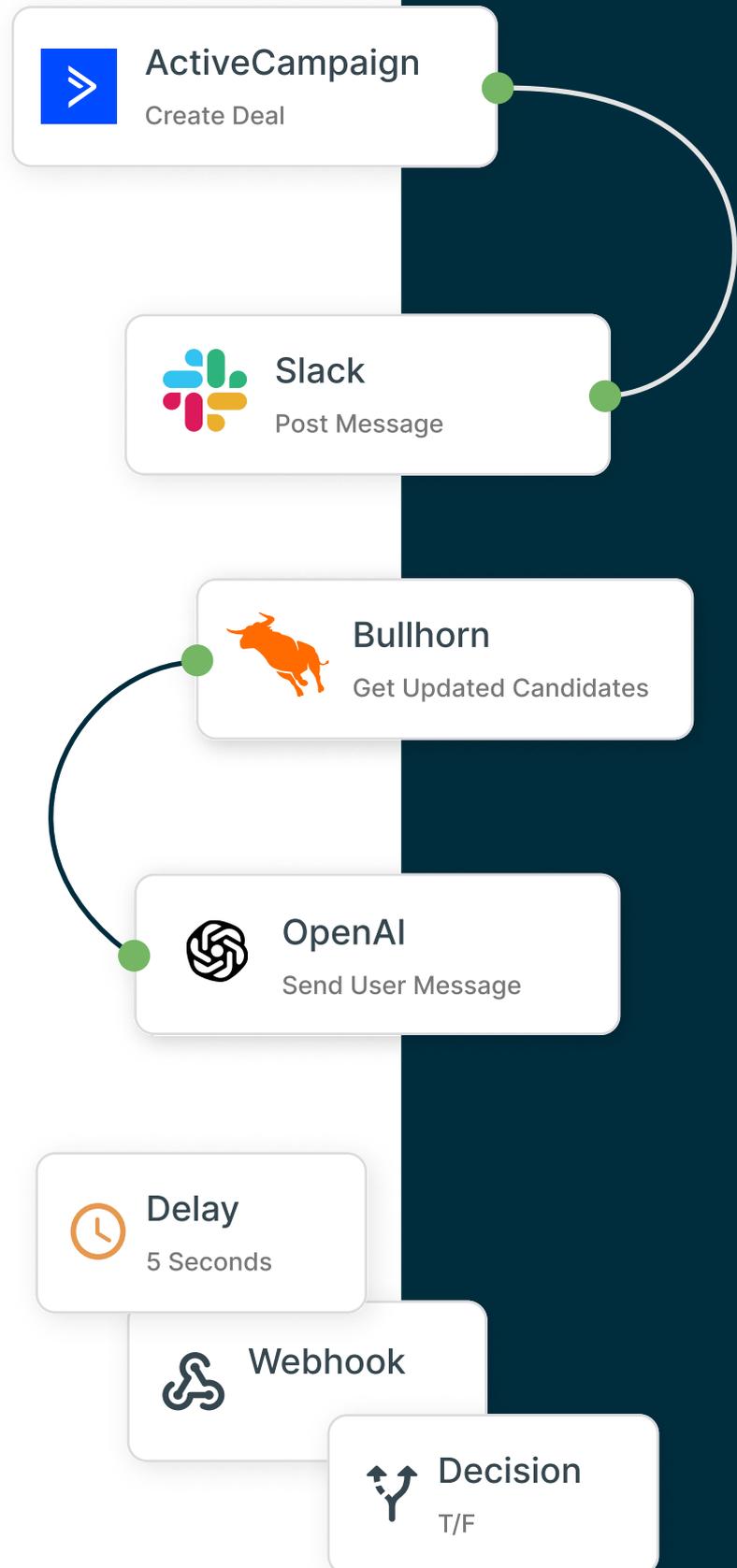
Harry Finch, Lead Software Engineer

When the situation arises where a Neural Voice customer requests a particular system integration for which a Cyclr connector isn't already available then it's as **easy as submitting a new connector build request** to the Cyclr team.

The **turnaround** on **new connector builds** is typically in the region of **two weeks**.

As a result, Neural Voice can **deliver new integrations** within a **matter of weeks** from the time of initial discussions with the customer.

Equally, if they receive a request for a particular **complex integration** then the Neural Voice team **will happily roll up their sleeves and build the custom workflow** using Cyclr's low-code, drag-and-drop builder.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

OpenAI
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

Integration Growth and Effects of Embedded iPaaS on Growth

The ROI of using Cyclr has been huge for Neural Voice and has resulted in a **25% increase in sales**.

Cyclr has **saved them days** (and in some cases **months**) of work, and as a result, they've been able to focus on core product features.

A perfect example of this is where there was a requirement to add country code options for mobile numbers.

Prior to using Cyclr, this **would have been a lengthy process**: raise an internal ticket with the engineering team, hold meetings to discuss the specifics, have the engineering team drop whatever they were working on to code the change in the backend, update the frontend and then test. Harry estimates that would have cost Neural Voice in the region of £2,500.
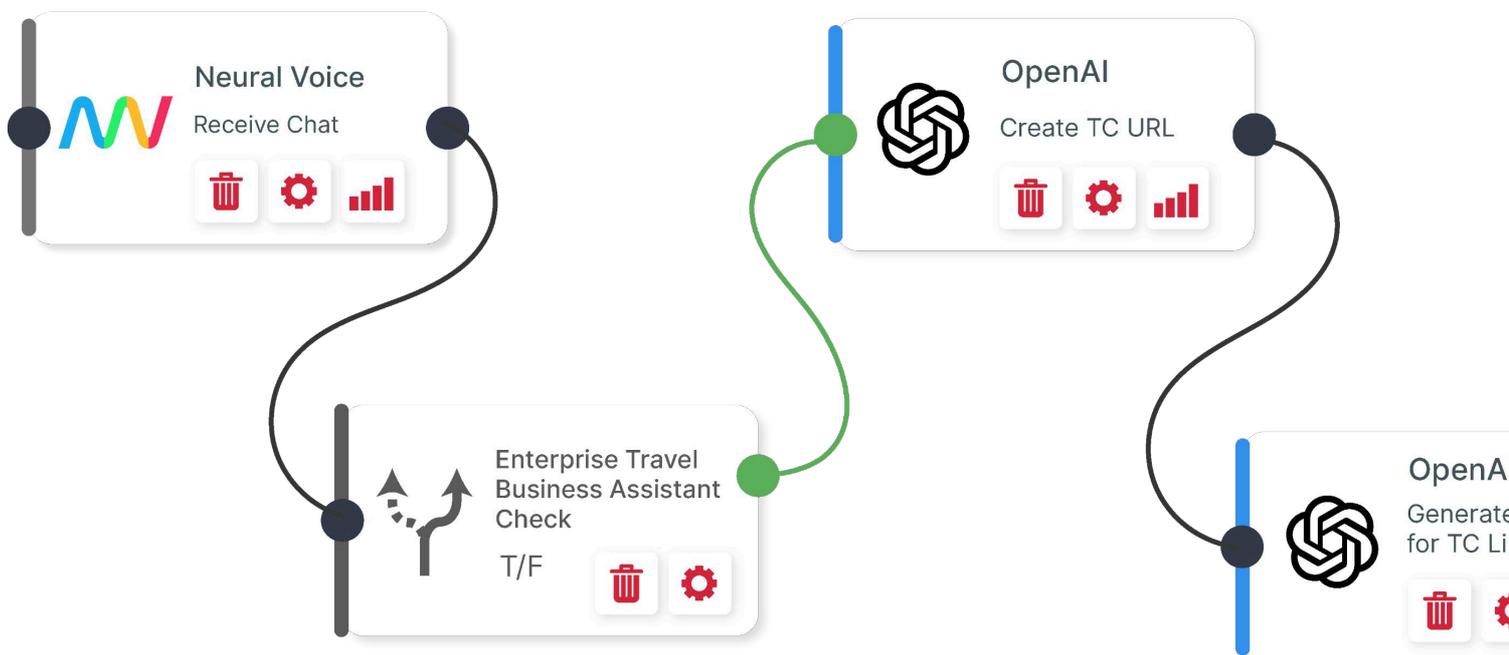
With Cyclr, however, **Harry was able to achieve the same result in a matter of minutes** and without interrupting the engineering team's core development work.

Results and Benefits

Choosing Cyclr as their integration solution has proved to be a game-changer for Neural Voice.

Harry and his team **no longer need to build integrations on a case-by-case basis** as they previously did. If they need to tweak any existing integrations then they can do so in a **matter of minutes in Cyclr** (and without the need for any Neural Voice codebase changes and deployments).

According to Harry, the **ease-of-use of Cyclr** means that **training members of the team to get them up to speed with Cyclr takes around three hours**.

Neural Voice
Receive Chat

OpenAI
Create TC URL

Enterprise Travel Business Assistant Check
T/F

OpenAI
Generate
for TC Li

It's important to Neural Voice to continue to **teach their AI Characters** to interact with the leading CRMs so having **access** to an **extensive library of connectors is invaluable.**

"Cyclr connectors for 80% to 90% of the systems with which you'd most likely want to integrate are already available within their connector library. If they're not already available then it's pretty simple to get them added."

Harry Finch, Lead Software Engineer

"Data mapping is not a fun job that anybody particularly wants to do. Cyclr simplifies that and, not only does it save you time and money, but it preserves your sanity!"

Harry Finch, Lead Software Engineer

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A Lasting Partnership

The former CTO at Neural Voice has been working with the Cyclr platform for over **ten years now** and has brought Cyclr into **three separate businesses** over that time.

Those include fellow case-study Force24. He had no hesitation in introducing Cyclr to Neural Voice as the perfect integration solution.

Harry has continued and encouraged the use of Cyclr at Neural Voice.

Overall, the Neural Voice/Cyclr Partnership has proved to be a tremendous success.

"We love the platform and the level of support and speed of responses from the Cyclr team has been outstanding."

Harry Finch, Lead Software Engineer

Get in Touch

If you would like to talk about your integrations give us a call **+44 (0) 330 010 2525** or email **info@cyclr.com**

★★★★★
"Great product with amazing service"

★★★★
"Easy to adopt and adapt"

★★★★★
"Zapier on Steroids!"

★★★★★
"Integrations made easy!"

★★★★★
"Fantastic team to work with"

Users Love Us

CYCLR