

# Contact Pro

## 26q4

Show and Tell – September 2026





The Contact Pro 26q4 release marks a good leap forward in blending real-time conversational intelligence with effortless agent productivity.

Headlining this release is the General Availability of Live Call Transcription, bringing instant speech-to-text and live AI guidance directly into active customer conversations.

We continue to advance our artificial intelligence and analytics foundation across channels and reporting, while deepening our strategic integration with SAP Service Cloud to power automated case workflows.

Paired with practical agent usability upgrades, such as dynamic directory search and suggestive matching for email recipients, the 26q4 equips contact centres to resolve customer inquiries faster, smarter, and with greater precision.

Markku Helin, Head of Product, Sinch Contact Pro



# Agenda

This 26q4 Show and Tell presentation is available on [Contact Pro Community Pages](#)

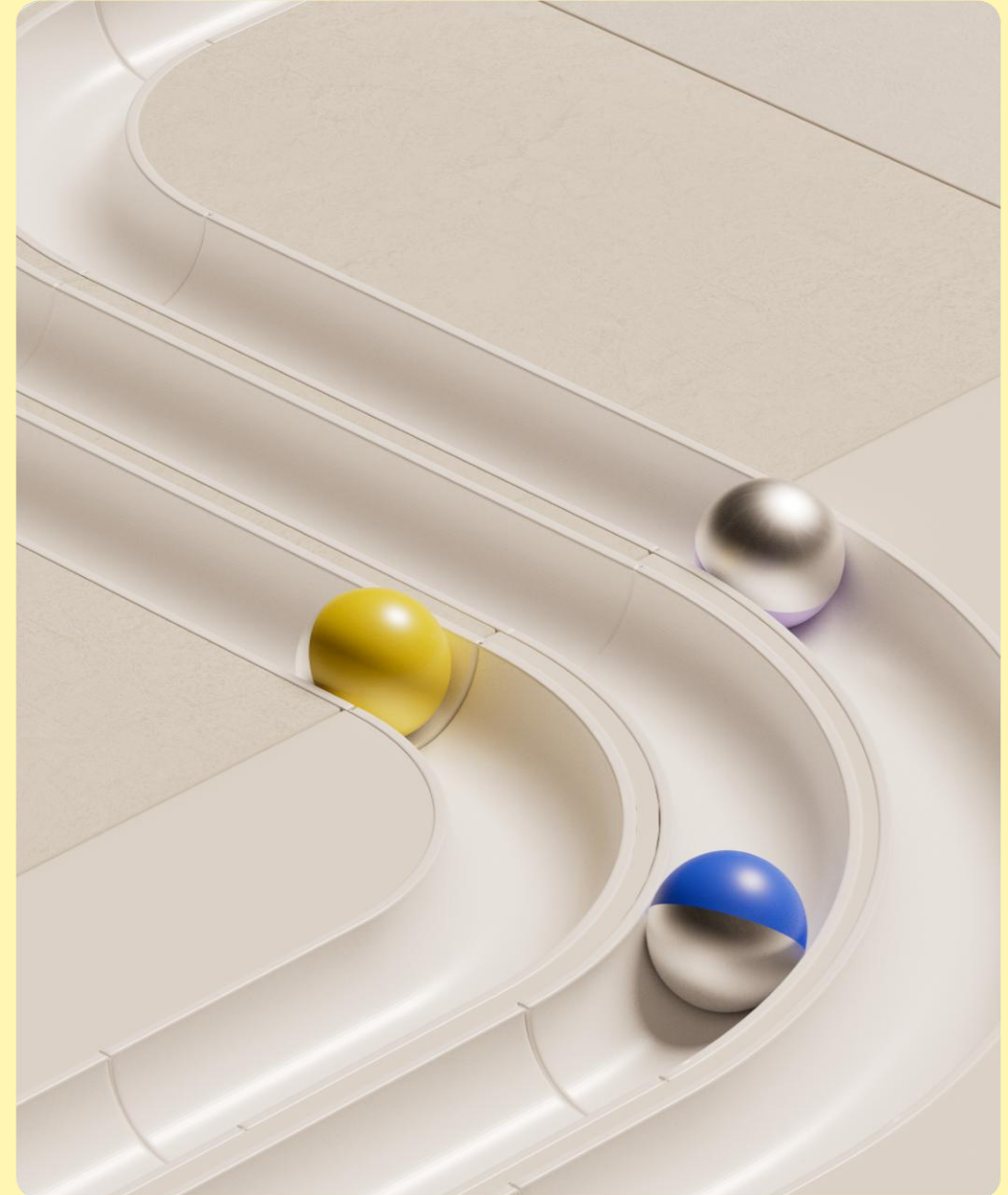
List of all changes including corrections will be available in [What's new](#).

1. AI new features and enhancements
2. Chat, messaging and email improvements
3. Communication Panel content and usability enhancements
4. Dashboard content and usability enhancements
5. Integrations
6. Miscellaneous improvements

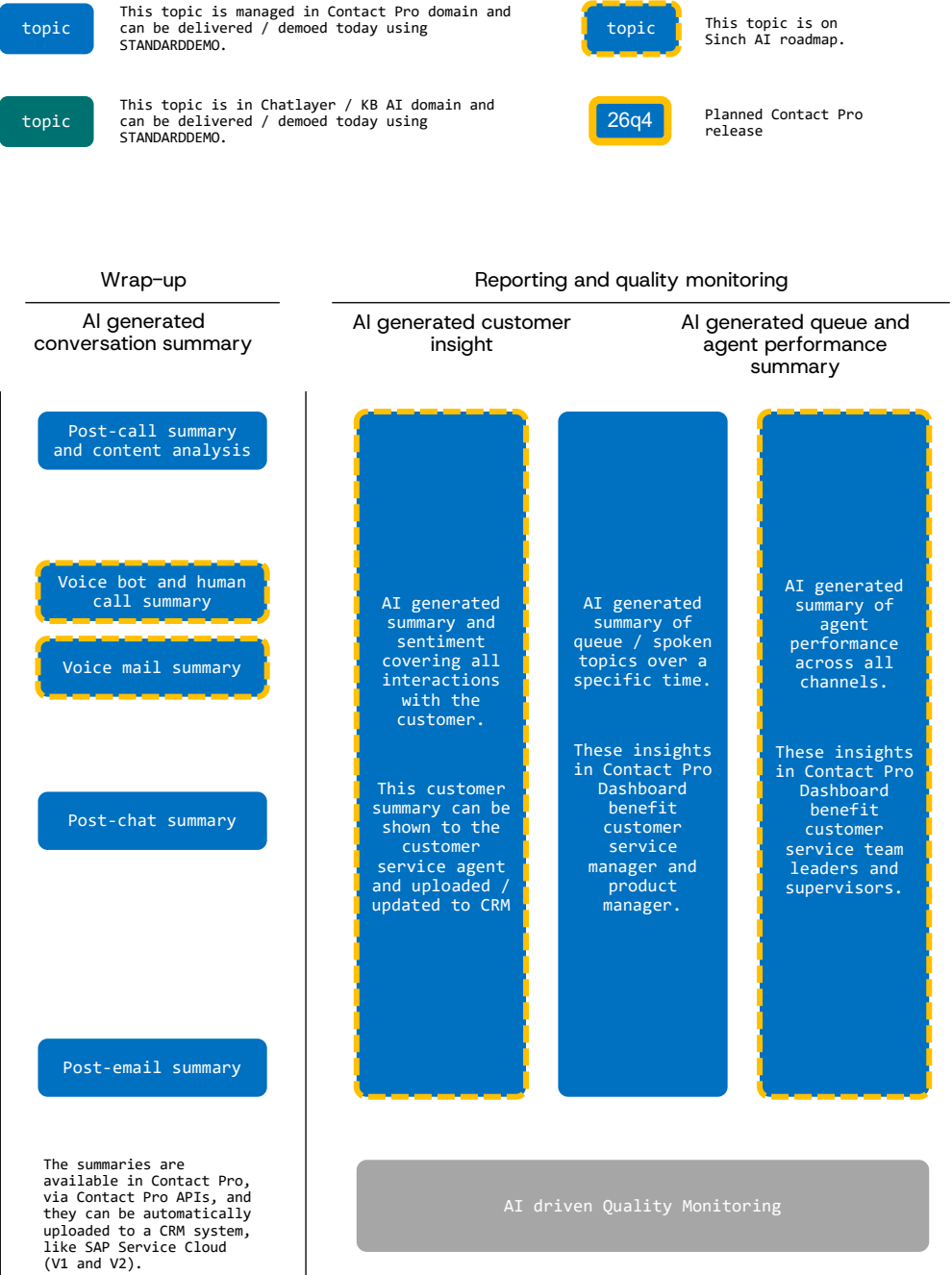
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# AI

New features and enhancements



# Contact Pro relevant AI roadmap



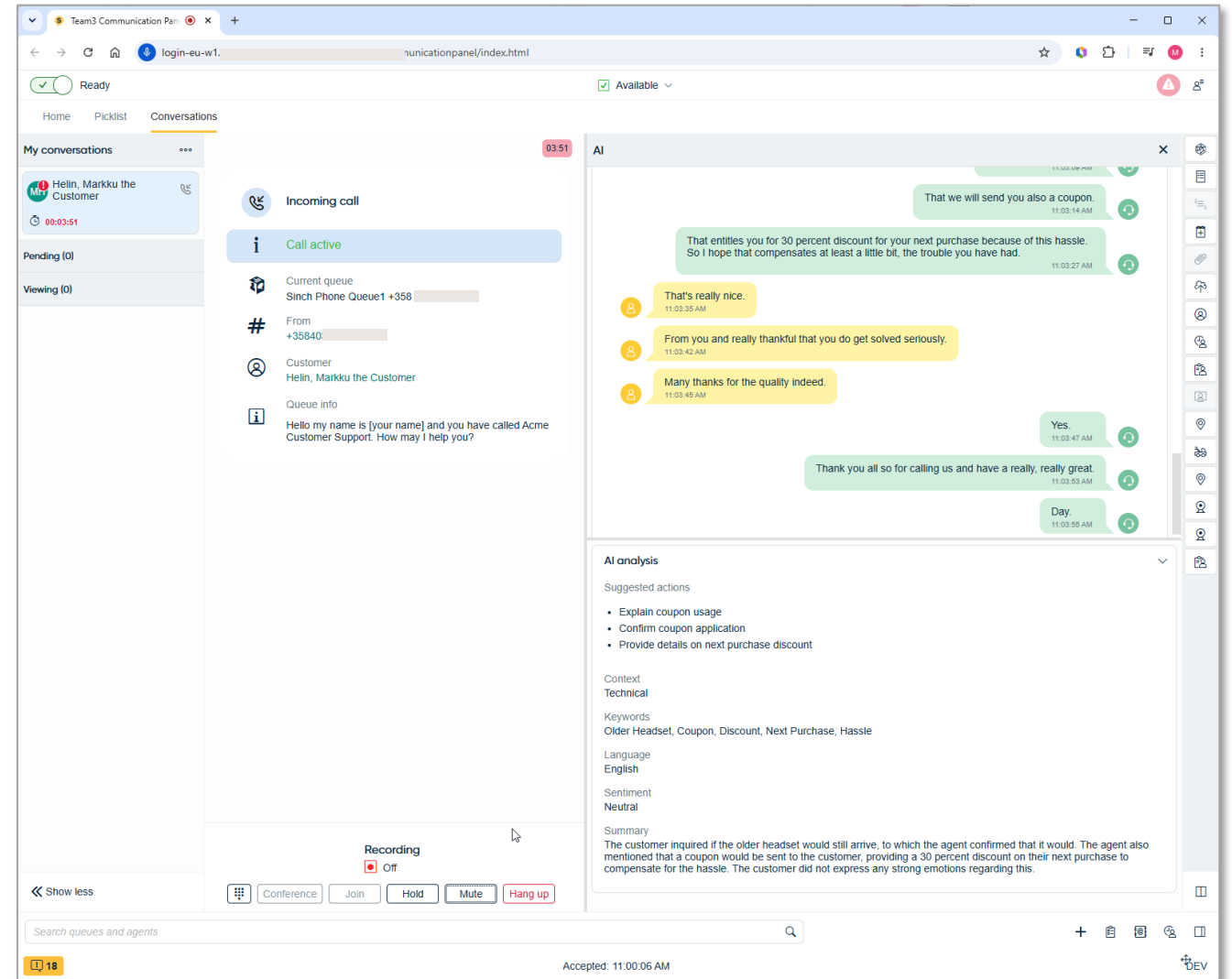
# Live call transcription in GA

Real-time, rolling transcript displayed directly in the Contact Pro extension area in a chat-style view with timestamps as the conversation unfolds.

**Key benefits:** Enhances agent efficiency with instant conversational context, in-call AI guidance, and automated post-call documentation.

## Key features:

- Transcription auto-starts when the agent accepts an incoming queue call and automatically pauses/resumes on hold.
- **Periodic in-call AI analysis:** Dynamic updates for conversation summary, key topics, customer sentiment, and language detection.
- **Next best action guidance:** Suggests the top 3 recommended actions in real time alongside rolling analysis.
- **Custom instructions and fields:** Tailor the AI analysis with business specific instructions to guide what the AI should focus on, and add custom fields to capture additional insights based on your needs.
- Flexible Packaging Tiers (see next slide)
  - **BASE:** Core support for key languages (EN, ES, FR, DE, IT, PT)
  - **PLUS:** Extended coverage across 60+ languages, covering all major European languages for global reach.



Communication Panel live call transcription view

# STT tiers : Coverage, Quality & Pricing

## Speech-to-Text Tiers: **Quality, Reach & Pricing**

### BASE Tier (Standard Enterprise Footprint)

- Coverage: 6 core languages for Live calls; 100+ global languages for Post-Call recordings.
- Quality: Solid, production-grade accuracy designed for everyday customer service dialogues.
- Commercial model: Standard pricing for Post-Call; affordable add-on based on consumption.

### PLUS Tier (High Precision & Global Real-Time Scale)

- Coverage: 60+ global languages across both Live calls and Post-Call recordings.
- Quality: Elevated precision model optimized for regional accents, dialects, and complex terminology.
- Commercial Model: Highly competitive live add-on (modest premium over Base); nominal upgrade fee for post-call.

## Speech-to-Text: **Regional Reach & Capabilities**

### BASE Tier Scope

- Live: English, Spanish, French, German, Italian, Portuguese
- Post-Call: 100+ languages globally

### PLUS Tier Scope: 60+ Languages (Live & Post-Call)

- **Nordics & Baltics:** Swedish, Danish, Norwegian, Finnish, Estonian, Latvian, Lithuanian
- **Central & Eastern Europe:** Polish, Czech, Slovak, Hungarian, Romanian, Bulgarian, Ukrainian
- **Southern Europe & Balkans:** Greek, Croatian, Serbian, Slovenian, Bosnian, Macedonian, Albanian
- **Regional & Co-Official:** Catalan, Basque, Galician, Welsh, Swiss German
- **Middle East & Asia-Pacific:** Arabic, Hebrew, Turkish, Japanese, Korean, Chinese, Hindi, and more

PLUS Tier Strengths: High alphanumeric accuracy (IDs, account numbers) and mid-sentence language switching.

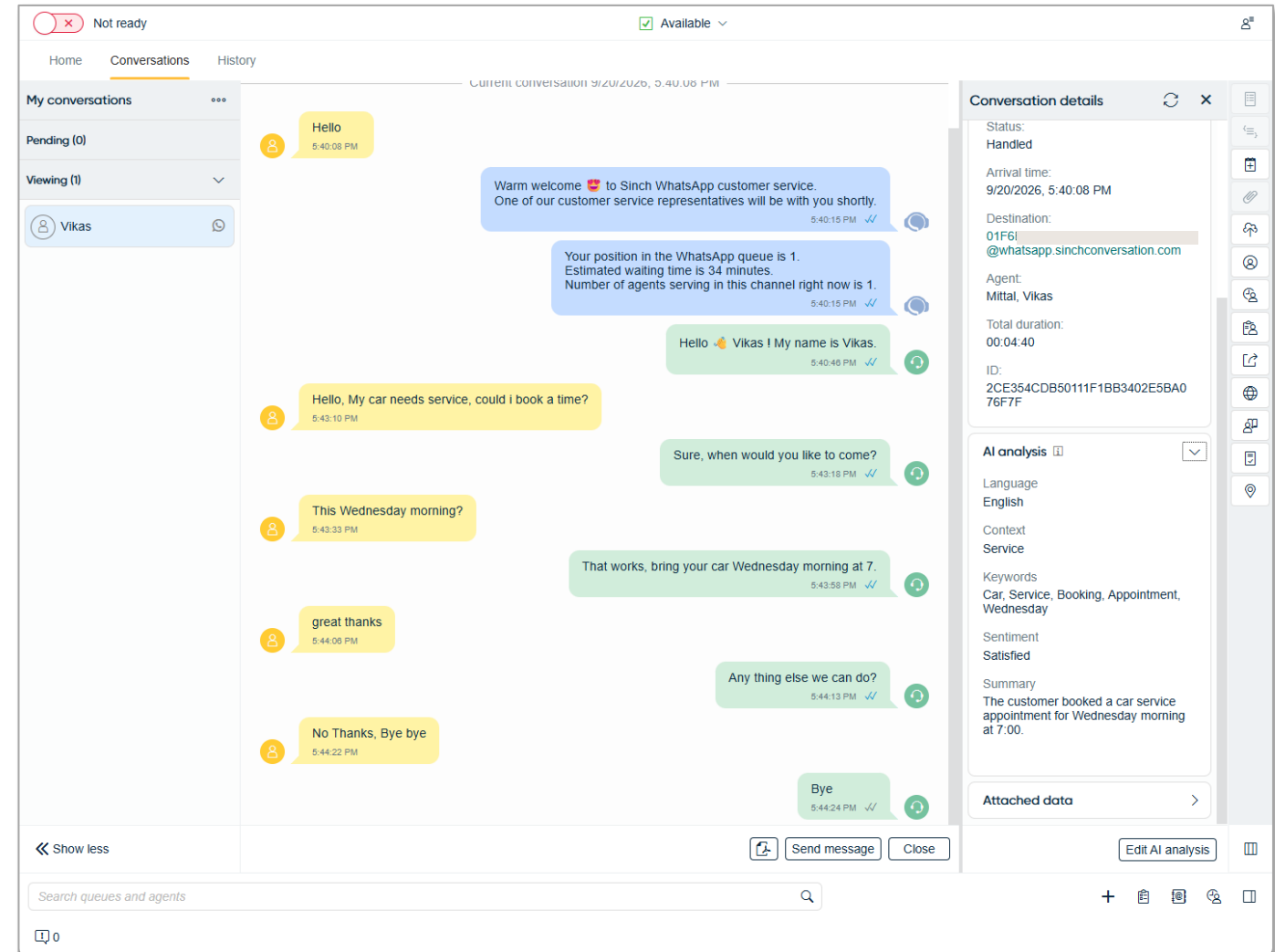
# Post Chat AI Analysis & custom instructions

Automatically analyses web chat and social messaging interactions immediately upon conversation wrap-up to extract a structured summary, customer sentiment, detected language, context, and key topics.

**Key benefits:** Enables agents to instantly review previous interaction insights and summaries, drastically speeding up follow-up resolution without reading full chat histories.

## Key features

- Analyses chats across all web chat and social media channels and displays the structured analysis directly to the agent.
- **Custom instructions:** Supports tailored system instructions to guide the AI to focus on specific business needs (e.g. billing details, support queries, or specific intents).
- **Flexible custom fields:** Enables adding extra custom fields alongside standard fixed fields as required.
- **Human-in-the-loop:** Empowers agents to review and manually modify or enrich the AI-generated analysis as required before saving.



Post Chat AI Analysis in CP

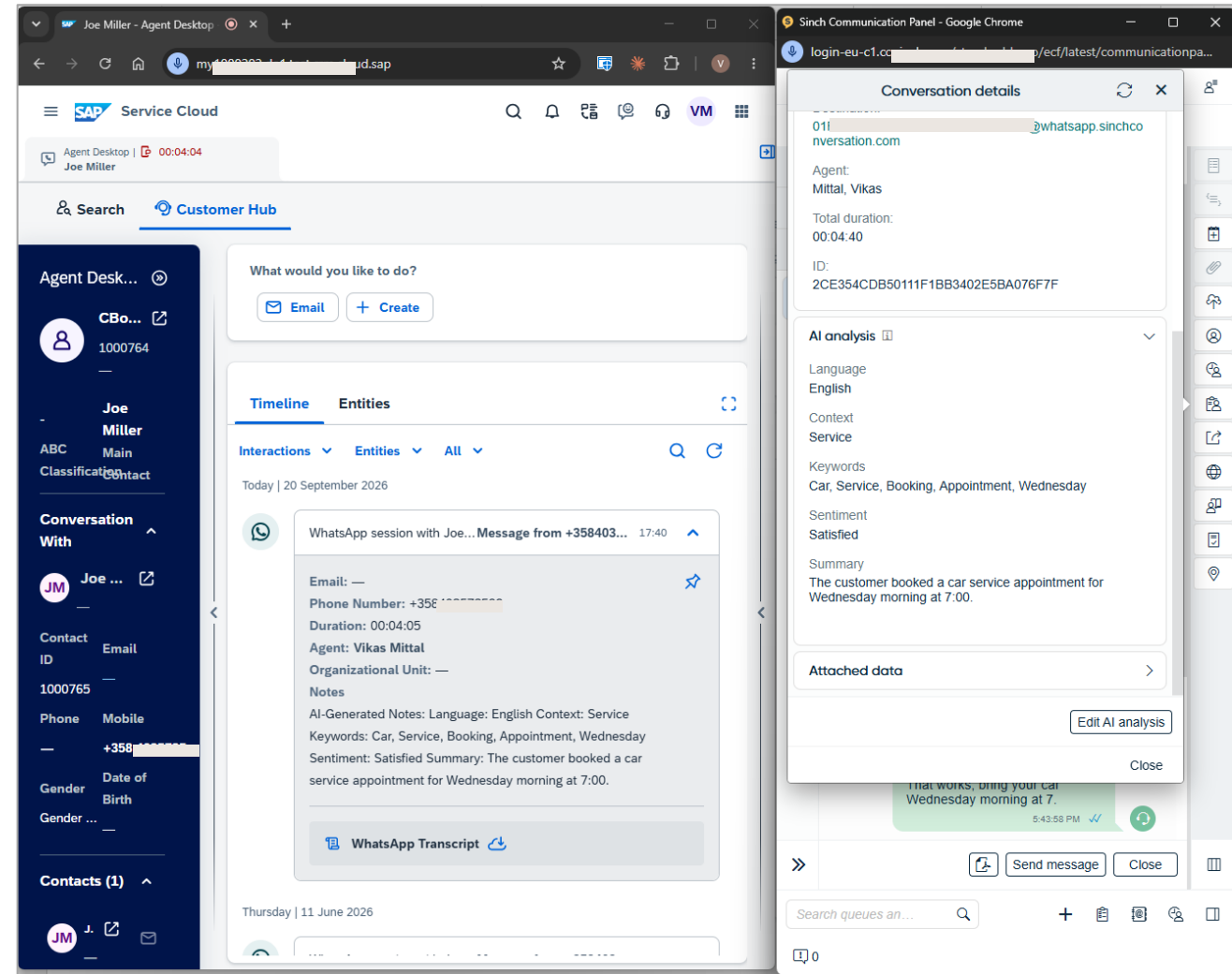
# Post Chat AI Analysis for SAP Service Cloud

Automatically transfers post-chat AI analysis directly into SAP Service Cloud (Version 1 & Version 2) customer records.

**Benefit:** Enables agents handling new calls or chats to instantly review previous conversation summaries and insights directly in SAP Customer Hub / Interaction Timeline without leaving CRM context.

## Key features

- Supports post-chat AI analysis across all connected chat channels, including Webchat and social messaging.
- Triggers and transfers the data automatically in the background upon contact wrap-up without requiring any agent action.
- Retains the exact same enriched analysis across both Contact Pro and SAP Service cloud.
- Works seamlessly across both SAP Service Cloud V1 and SAP Service Cloud V2.

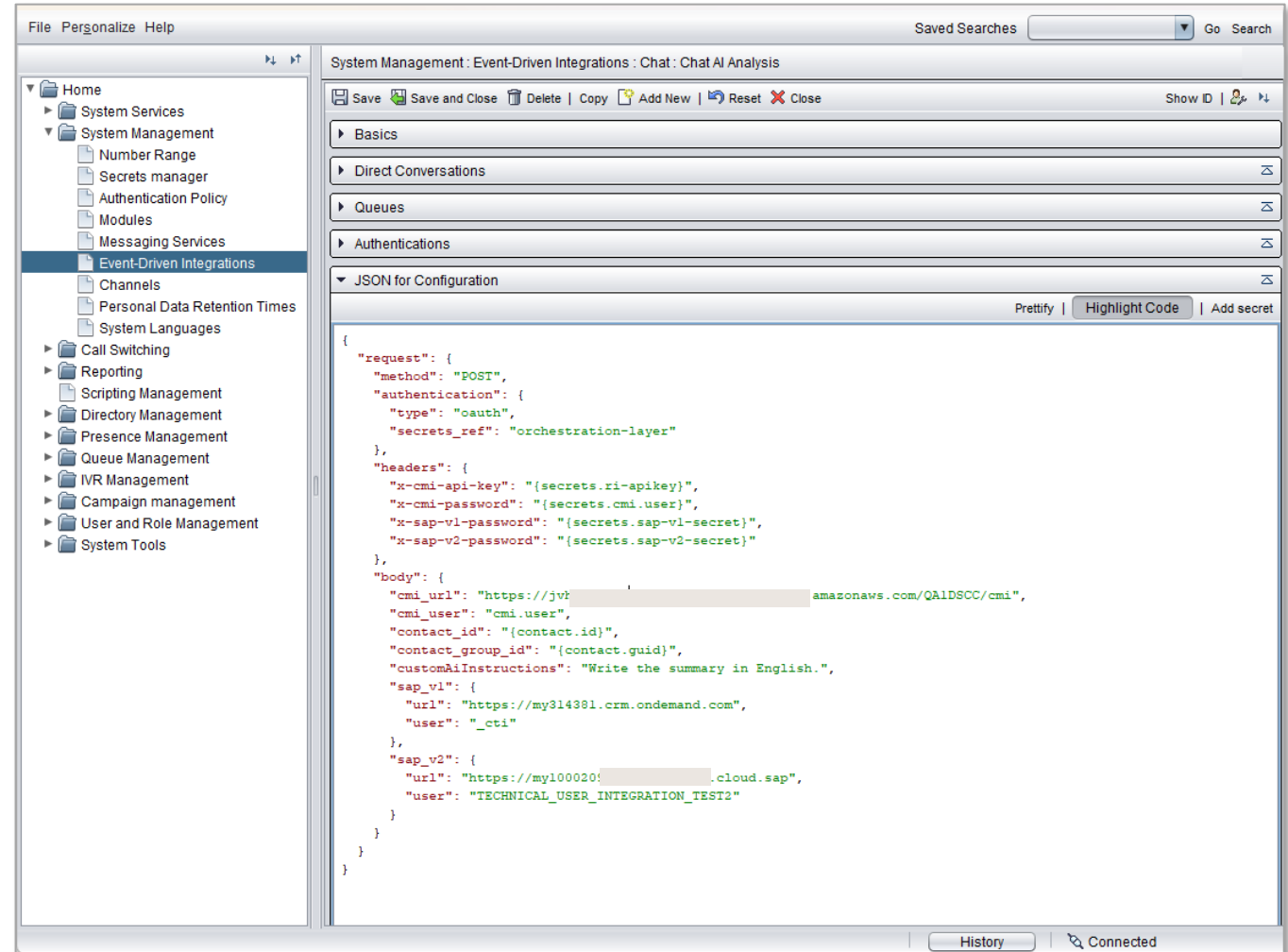


Post Chat AI Analysis in SAP Service Cloud V2

# Post Chat AI Analysis SC Configurations

Activated and managed directly using EDI configurations, zero code changes or deployments required.

- Calls the /chat-analysis endpoint in the Orchestration Layer on the contact Ended event when a chat completes.
- Defines the target SAP tenant URLs, service users, and optional custom AI instructions directly within the EDI JSON body.
- Once configured, generated AI analysis is seamlessly delivered to both Contact Pro and SAP customer records.



Post Chat AI Analysis SC configurations

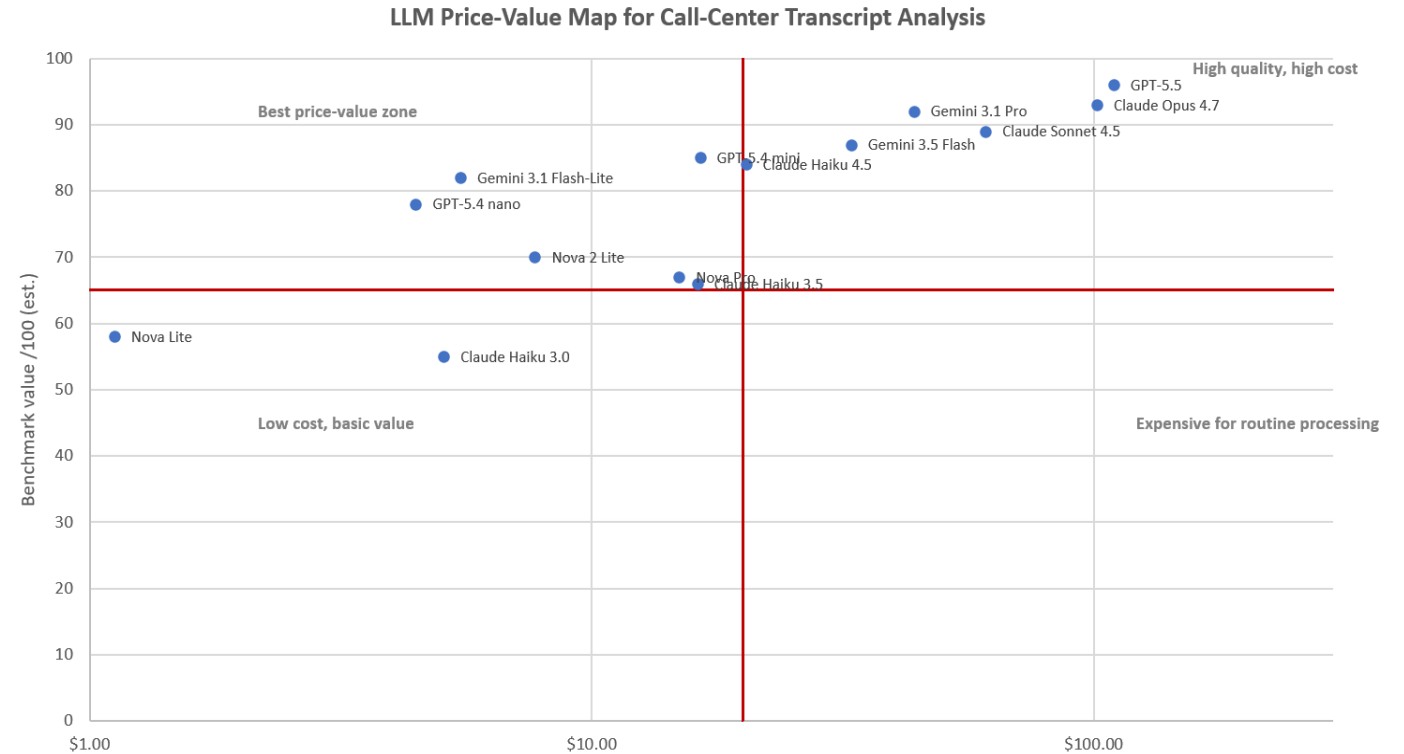
# LLM model updates

We actively monitor the rapidly evolving AI landscape and optimize our underlying LLMs to ensure the highest quality, performance, and low-latency processing across every channel.

With the 26q4 release, we are transitioning post-chat analysis to Google Gemini 3.1 Flash-Lite and introducing the AWS Nova family of models to power real-time AI analysis during live transcription, while Claude Haiku continues to reliably power post-call transcription analysis and inbound email categorization.

## Key takeaways

- AWS Nova Family: Powers real-time AI analysis on live transcriptions, delivering instant insights and conversational intelligence as the call unfolds.
- Google Gemini 3.1 Flash-Lite: Powers post-chat analysis, delivering ultra-low latency, fast response times, and accurate conversation summaries tailored for chat interactions.
- High-Speed Performance & Enterprise Scalability: Engineered for ultra-low latency and near-instant insights while maintaining premium-tier quality and robust performance across enterprise-scale traffic.



LLM comparison for contact center transcript analysis

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# Chat, messaging and email

improvements



# Conversation API OAuth authentication

26q3 release introduced token-based OAuth 2.0 for outbound messaging with the Sinch Conversation API.

Now, with **26q4**, the OAuth authentication is available also for inbound messaging using Sinch Contact Pro provided IDP or with your own.

**Benefit:** Provides enterprise-grade, standard token-based authorization to secure outbound message flows without disrupting existing API integrations.

## Key updates

- Seamless Transition: Fully backwards-compatible. No action is required for existing integrations; current authentication configurations continue to function without modifications.
- OAuth is the preferred authentication method for new integrations with Sinch Conversation API



# Sinch Chat Accessible & Inclusive

Sinch Chat is compliant with European regulations (EAA) and international accessibility standards (WCAG).

## Overview

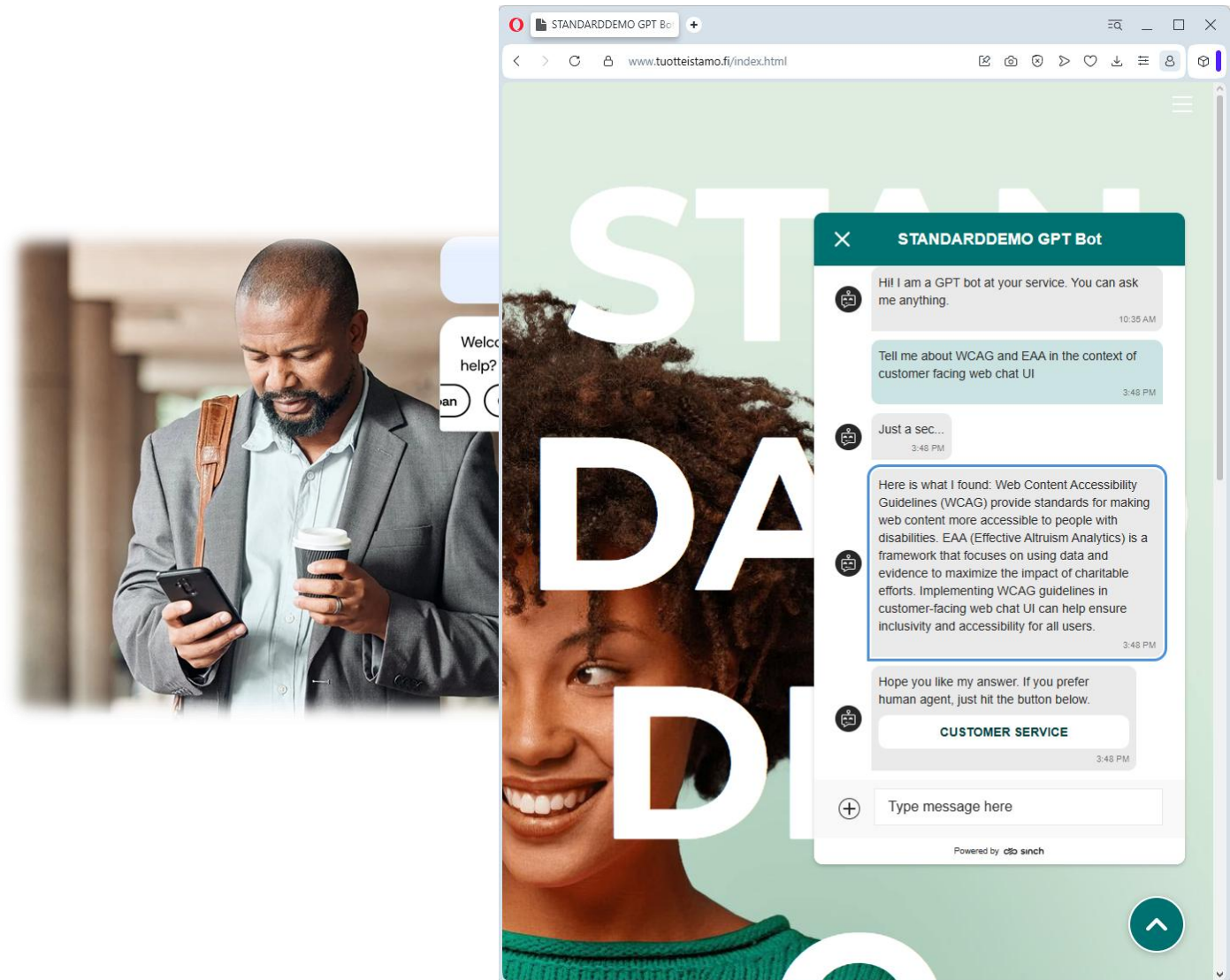
Sinch Chat is designed so every customer, including people using screen readers, keyboard navigation, or high contrast, can interact effortlessly.

## Why it matters

- Inclusive customer reach: Welcomes all users by removing physical and digital barriers to customer care.
- Turnkey compliance: Meets European accessibility mandates and global standards right out of the box.

## Key Capabilities

- Assistive tech friendly: Full support for screen readers and speech software.
- Keyboard-only navigation: Complete chat functionality without requiring a mouse.
- Optimized readability: High-contrast colour palettes, clear focus outlines, and responsive text scaling.



# Outbound chats using User IDs

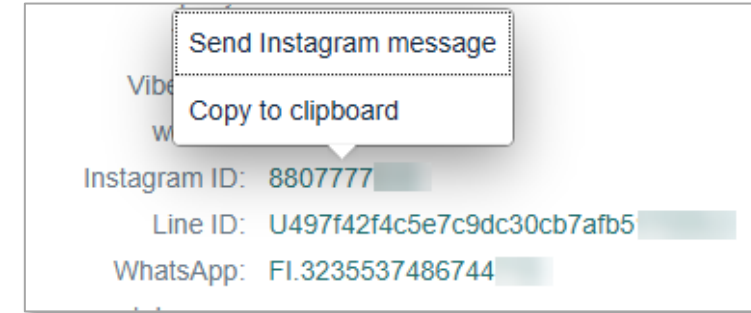
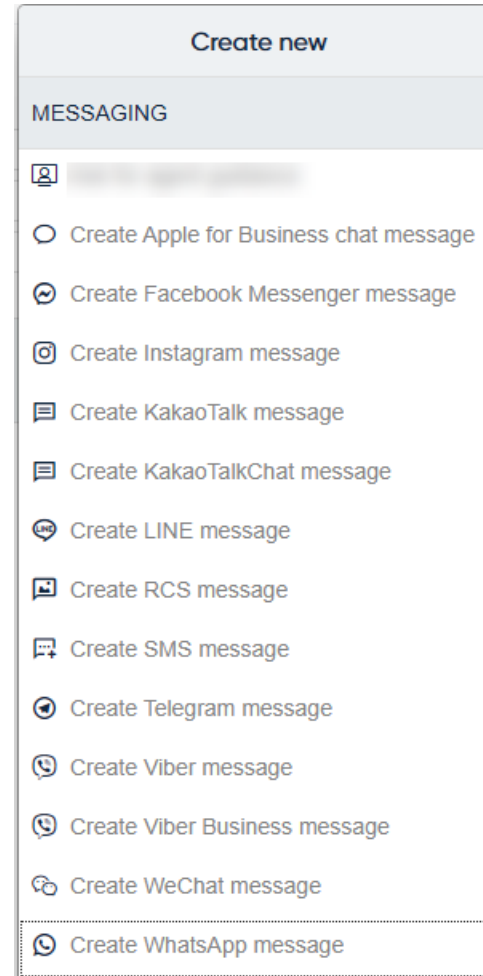
Proactively initiating customer conversations is now seamless across social messaging channels that identify users by profile IDs rather than phone numbers.

## Key benefits

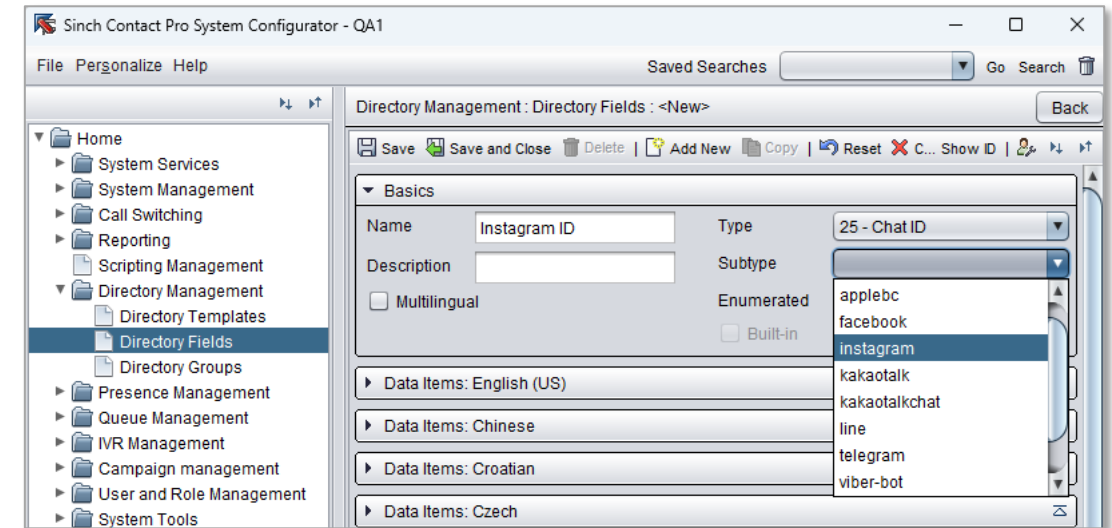
- **Complete channel coverage:** Extends outbound reach to non-phone-number platforms (e.g., Telegram, LINE, and more).
- **Unified workflow:** Agents use the exact same "Create new" menu they already use for SMS: simply select the channel and enter the user ID.

## Key capabilities

- **Universal creation flow:** Start chats directly from Contact Pro's standard "Create new" menu.
- **Quick launch context menu:** Initiate new interactions on the fly directly from contact and interaction context menus.
- **Dedicated directory support:** Store and search customer social profile IDs within integrated directory fields.



Create new chat conversations from Communication Panel's Create new menu, of directly from a directory entry.

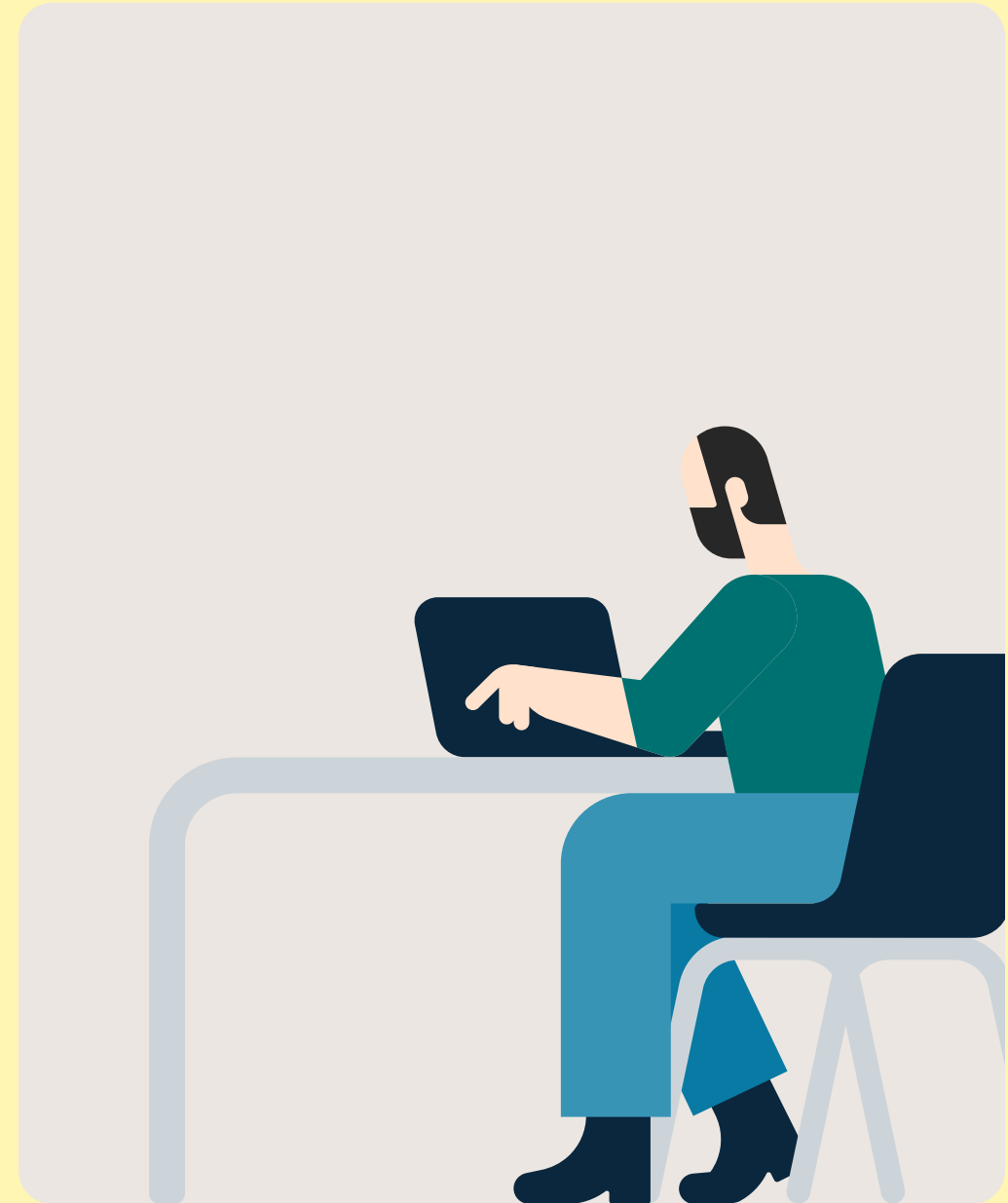


Create chat channel specific directory fields from System Configurator.

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# Communication Panel

content and usability enhancements



# Create new menu enhancement

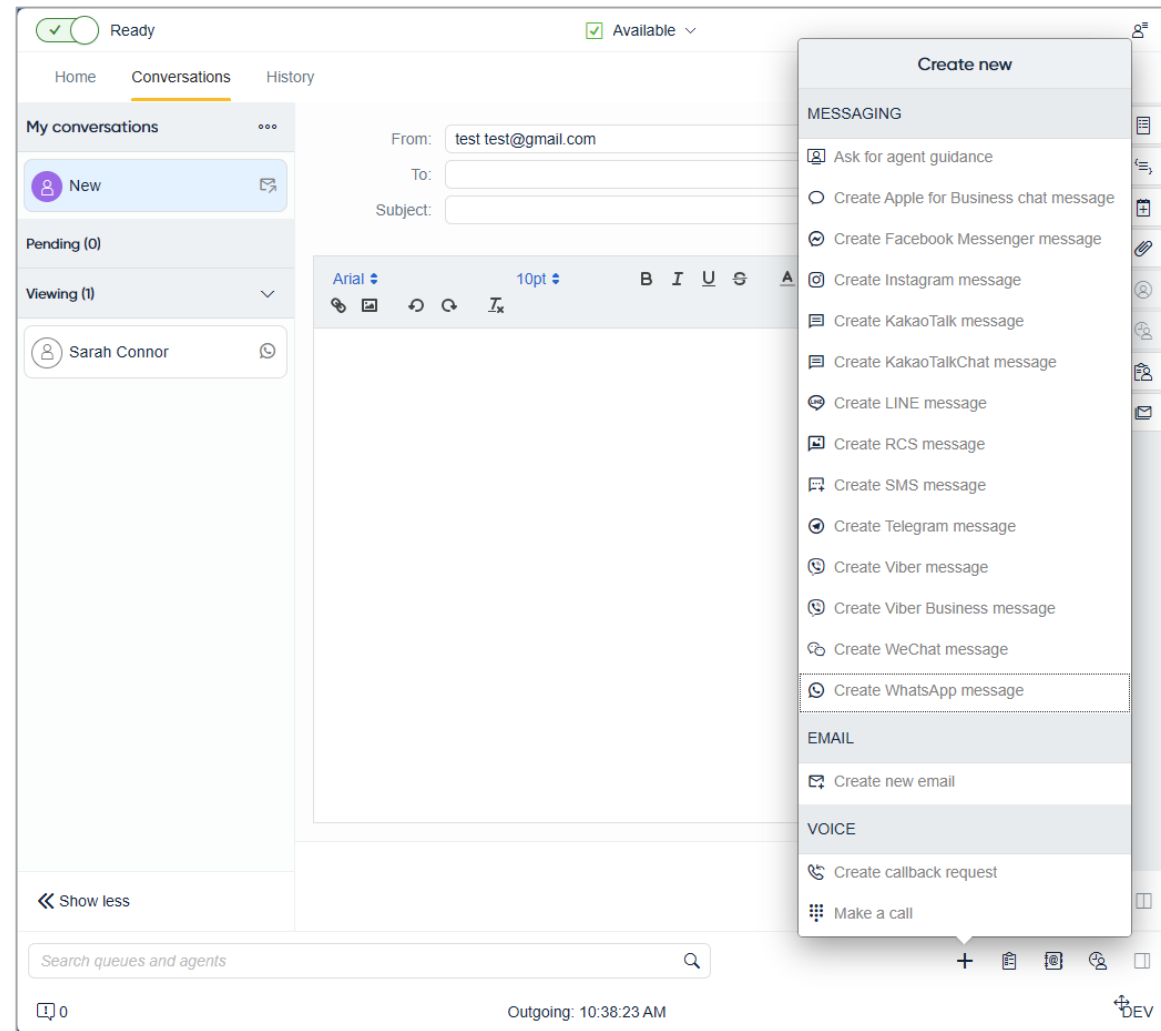
We've updated the Create menu to seamlessly integrate the new chat channels. Options are now intuitively grouped by Messaging, Email, and Voice for faster, simplified access.

## Features:

- List is populated based on user's access to serving queues
- Items grouped and listed in alphabetical order
- Menu automatically scales based on Communication Panel's window size

## Benefits:

- **Efficient Workflow** Clearer logical layout for easy menu navigation.
- **Common sequence** the 'Create new' button standardizes how outbound conversations begin—giving agents one intuitive starting point and a consistent action flow, whether they are initiating a Chat, Email or Call.



Communication Panel's plus '+' button opens the Create new pop-up to select conversation type

# Reply templates new keywords

Reply templates offered in the create dialogue, can be customized per chat channel subtype using custom keywords. Communication Panel automatically detects these keywords to suggest business tailored, alternatives to agents.

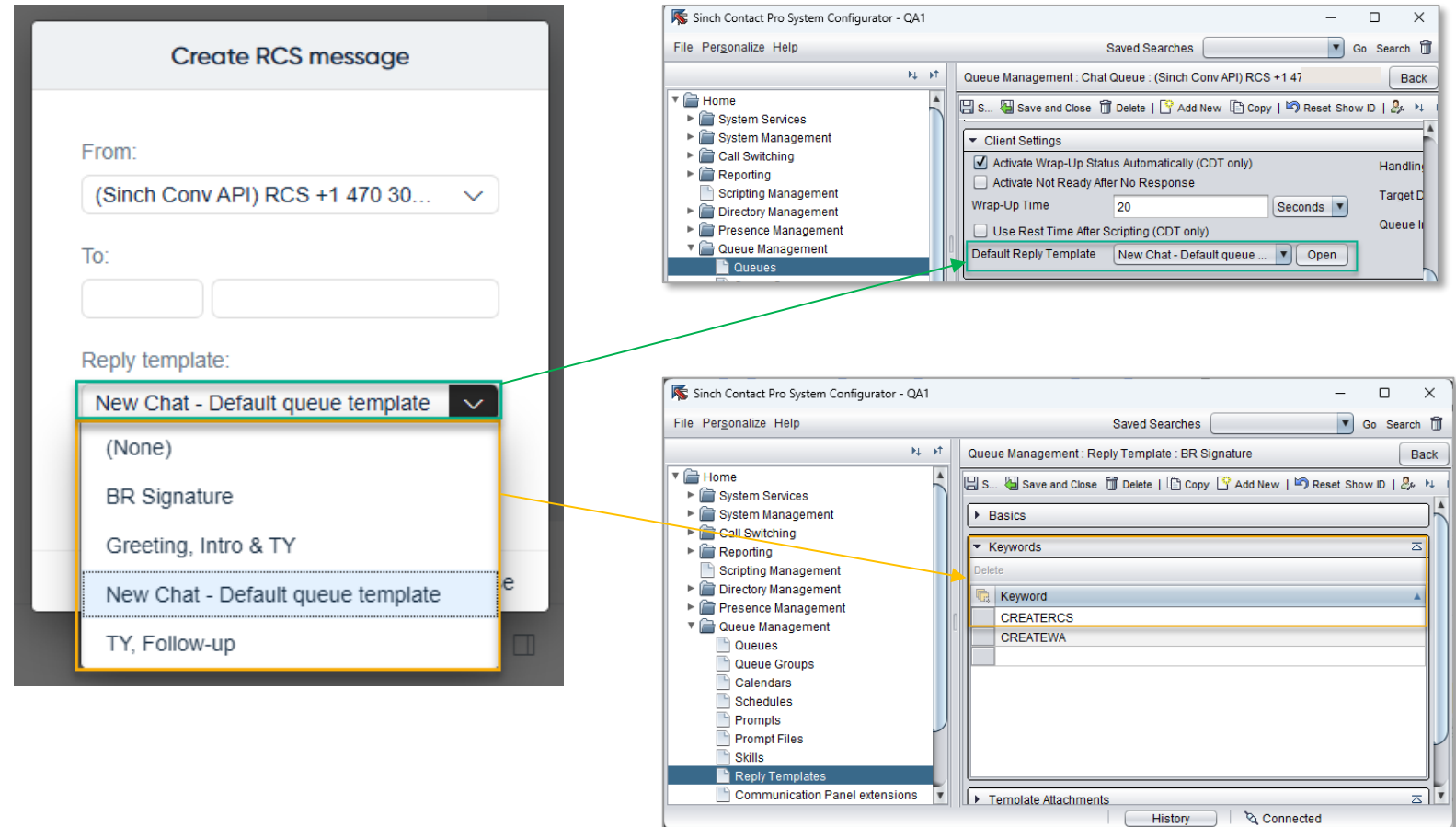
## Features:

- Expanded list of Keywords like CREATERCS, CREATETELEGRAM and more...
- Same Keyword can be applied to multiple templates

## Benefits:

**Faster Handling Times:** Agents don't have to spend precious time manually searching or copy-pasting the correct template. The system automatically prompts them with your business defined contextual alternatives.

**Improved Accuracy & Personalization:** Chat channels serve different needs. Matching templates to specific channel subtypes ensures the tone and content are always highly accurate and context-appropriate.



The create dialogue offers the queue defined template first, the dropdown offers alternative templates based on the keyword linked to the chat type.

# Email recipient by directory match

Composing emails is now faster and more intuitive. Just start typing in the To, Cc, or Bcc fields to launch a dynamic directory search match against first names, surnames, or email addresses.

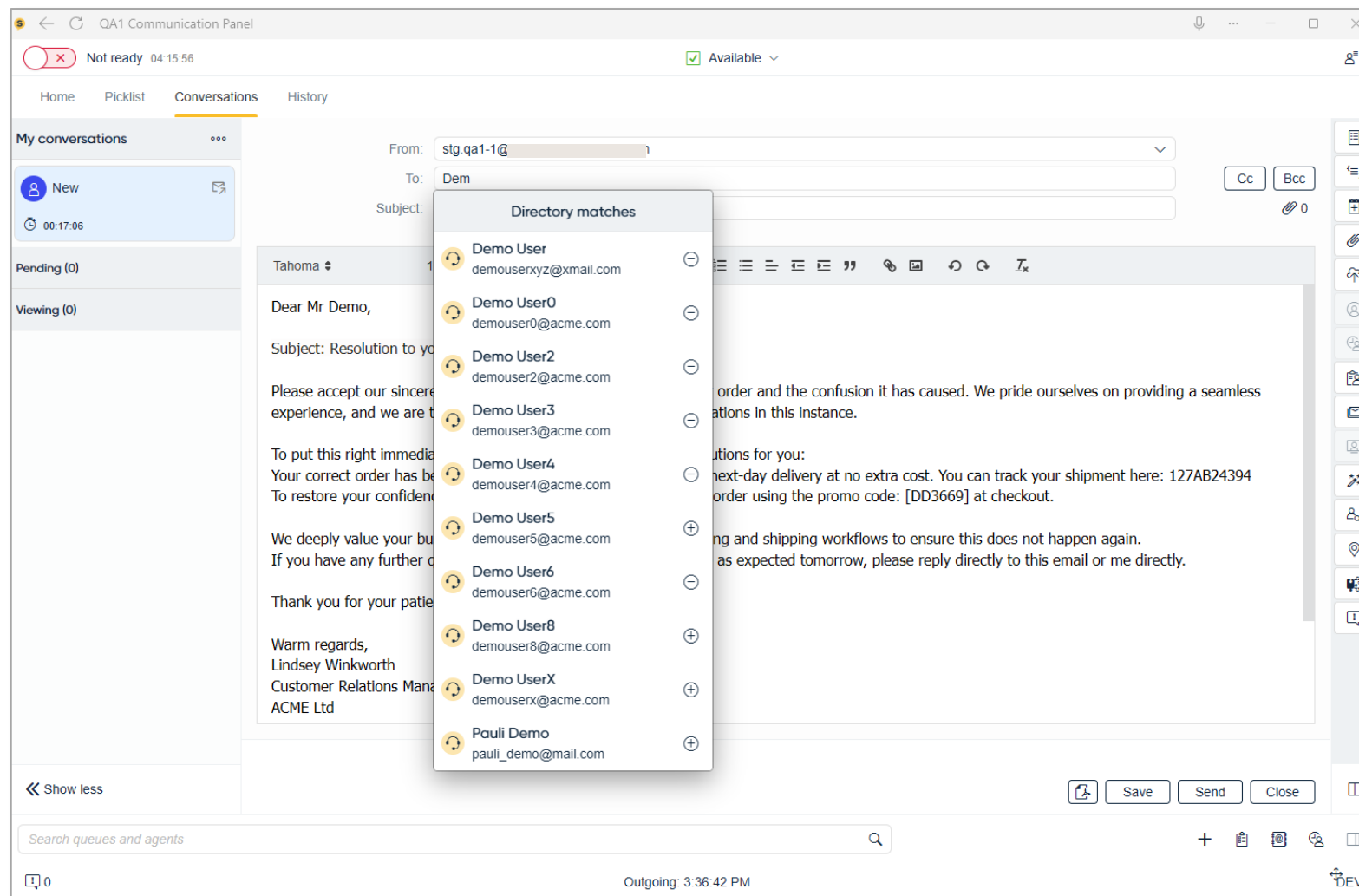
## Features:

- The progressive search narrows down results instantly as you type.
- Click an avatar to open the associated directory entry.
- Easily add suggestions directly to your personal contact list.

## Benefits:

**Speed & Efficiency:** Agents no longer need to navigate away, open a separate address book, or memorize exact email addresses. The progressive search brings the entire directory directly to their cursor.

**Error prevention:** Dynamic name-matching does the heavy lifting for you, while the avatar's one-click action allows for direct previewing of directory profile.



Start to type in the To, Cc or Bcc fields, three characters triggers a directory search for matches against first name, surname, or email address

# Email recipient by suggestive list

Composing emails is now faster and more intuitive. Clicking the To, Cc, or Bcc fields instantly opens a smart suggestions list divided into two productivity-boosting sections.

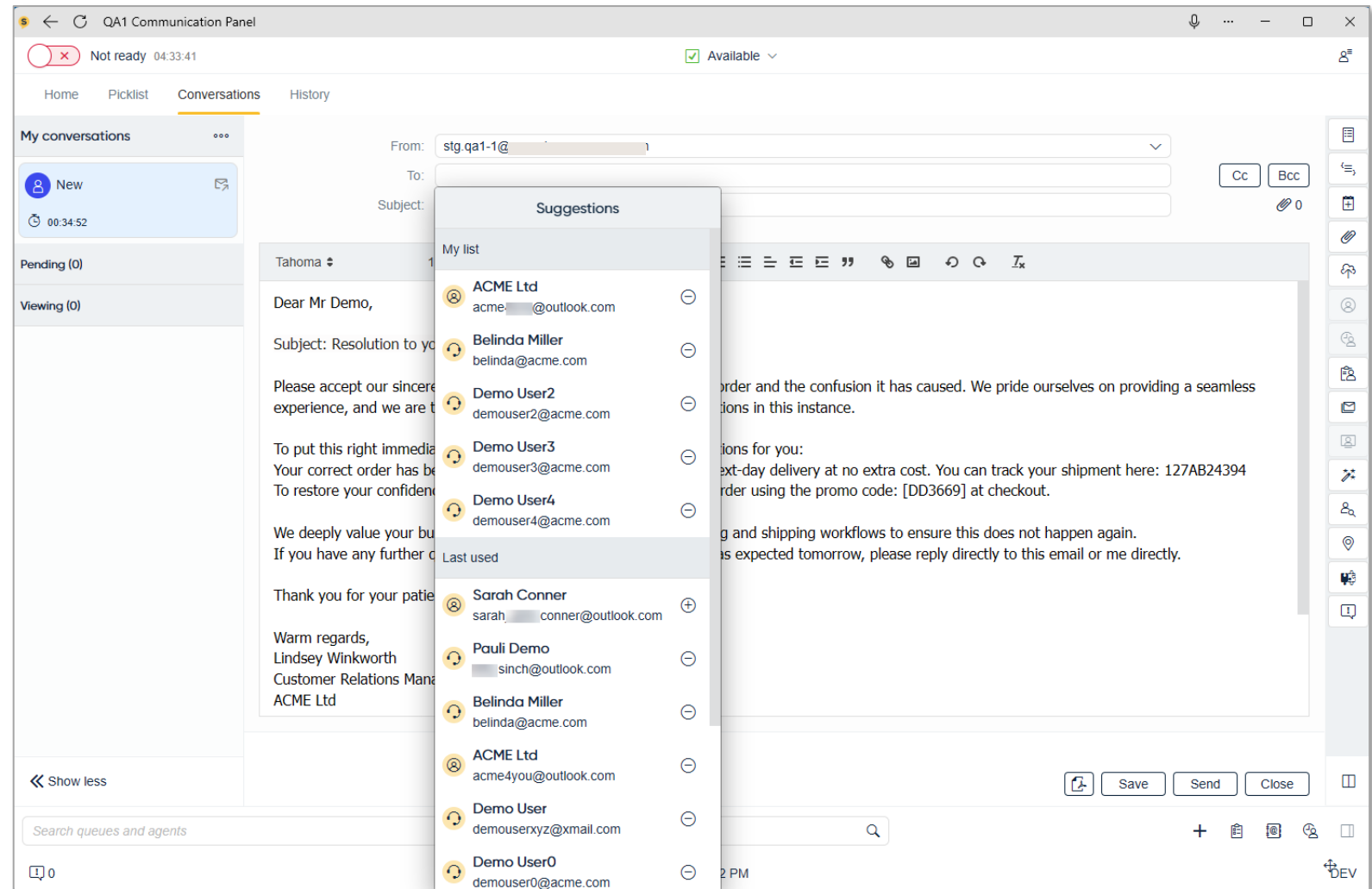
## Features:

- **My List:** Quick-access to your top 10 hand-picked, saved email addresses.
- **Last Used:** A dynamic, rolling list of your last 10 recently emailed contacts.
- Click the avatar to open their directory profile.

## Benefits:

**Frequent workflows:** Users can now access and enter frequently or last used email addresses at a click of a button (or by tabbed navigation).

**Tailored Workspace:** "My List" gives users complete autonomy to curate their own VIP shortcuts. Creating a highly personalized workspace that adapts dynamically to each user's unique role, daily habits, and active project relationships.



Click in the To, Cc or Bcc fields a suggestion list opens offering user's saved email addresses as well as the last ten used addresses in last sent emails.

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# Dashboard

content and usability enhancements



# Data grid search enhancements

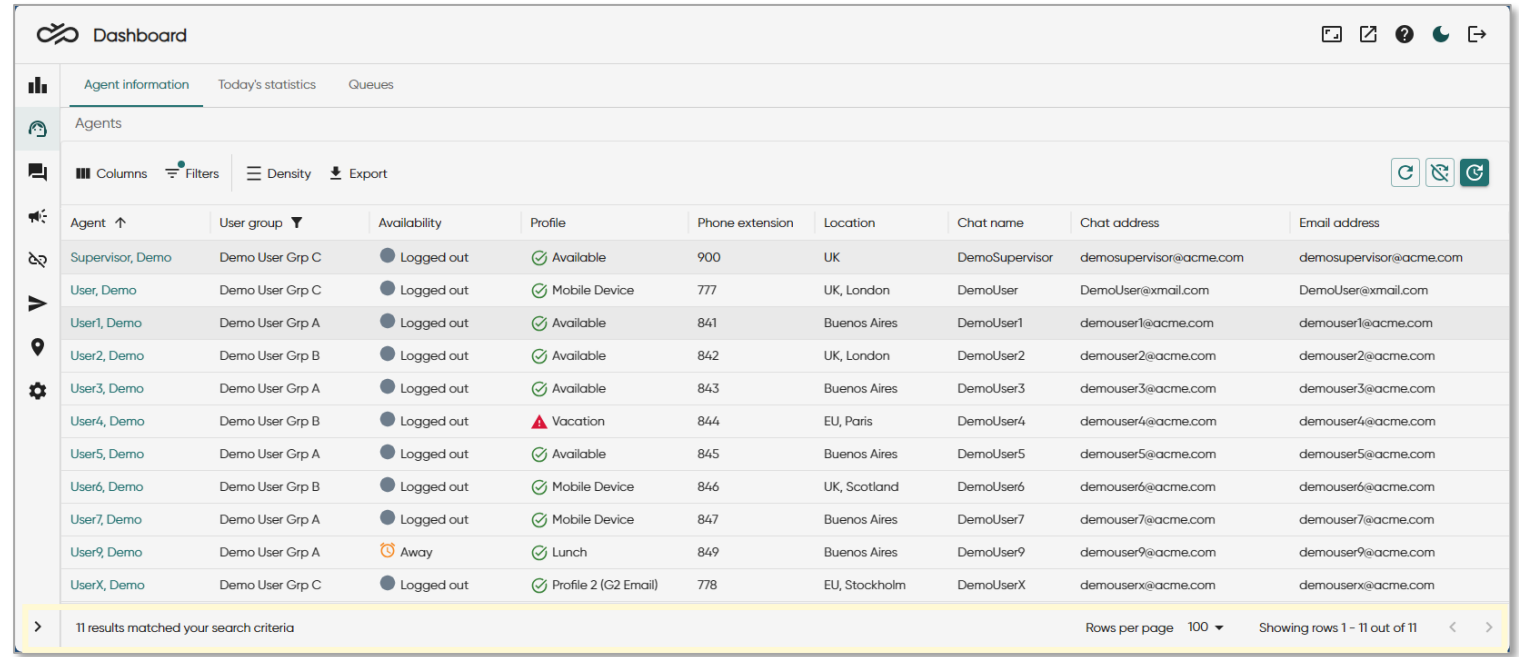
We've redesigned our Dashboard data grid footers to provide clearer data insights and effortless navigation. The legacy "Load More" button has been replaced with the more familiar pagination system.

## Features

- Adjustable Row Counts: Choose exactly how many rows of data to display per page on any grid.
- Intuitive Pagination: Navigating large datasets is seamless using simple directional arrows.
- Data insights: Instantly see the exact total count when your results fit on a single page.
- Pagination: If results exceed the first page, easily cycle through the pages until the full dataset is loaded.

## Benefit

User action: Swapping the previous "Load More" for pagination guarantees fast, consistent load times by rendering data one page at a time.



| Agent            | User group      | Availability | Profile              | Phone extension | Location      | Chat name      | Chat address            | Email address           |
|------------------|-----------------|--------------|----------------------|-----------------|---------------|----------------|-------------------------|-------------------------|
| Supervisor, Demo | Demo User Grp C | Logged out   | Available            | 900             | UK            | DemoSupervisor | demosupervisor@acme.com | demosupervisor@acme.com |
| User, Demo       | Demo User Grp C | Logged out   | Mobile Device        | 777             | UK, London    | DemoUser       | DemoUser@xmail.com      | DemoUser@xmail.com      |
| User1, Demo      | Demo User Grp A | Logged out   | Available            | 841             | Buenos Aires  | DemoUser1      | demouser1@acme.com      | demouser1@acme.com      |
| User2, Demo      | Demo User Grp B | Logged out   | Available            | 842             | UK, London    | DemoUser2      | demouser2@acme.com      | demouser2@acme.com      |
| User3, Demo      | Demo User Grp A | Logged out   | Available            | 843             | Buenos Aires  | DemoUser3      | demouser3@acme.com      | demouser3@acme.com      |
| User4, Demo      | Demo User Grp B | Logged out   | Vacation             | 844             | EU, Paris     | DemoUser4      | demouser4@acme.com      | demouser4@acme.com      |
| User5, Demo      | Demo User Grp A | Logged out   | Available            | 845             | Buenos Aires  | DemoUser5      | demouser5@acme.com      | demouser5@acme.com      |
| User6, Demo      | Demo User Grp B | Logged out   | Mobile Device        | 846             | UK, Scotland  | DemoUser6      | demouser6@acme.com      | demouser6@acme.com      |
| User7, Demo      | Demo User Grp A | Logged out   | Mobile Device        | 847             | Buenos Aires  | DemoUser7      | demouser7@acme.com      | demouser7@acme.com      |
| User9, Demo      | Demo User Grp A | Away         | Lunch                | 849             | Buenos Aires  | DemoUser9      | demouser9@acme.com      | demouser9@acme.com      |
| UserX, Demo      | Demo User Grp C | Logged out   | Profile 2 (G2 Email) | 778             | EU, Stockholm | DemoUserX      | demouserx@acme.com      | demouserx@acme.com      |

Information related to the results are provided in the footer of the Data grid

This is an exact result based on the filters you've applied

|   |                                         |                   |                               |   |   |
|---|-----------------------------------------|-------------------|-------------------------------|---|---|
| > | 11 results matched your search criteria | Rows per page 100 | Showing rows 1 - 11 out of 11 | < | > |
|---|-----------------------------------------|-------------------|-------------------------------|---|---|

|   |                                        |                   |                                  |   |   |
|---|----------------------------------------|-------------------|----------------------------------|---|---|
| > | 100+ results meet your search criteria | Rows per page 100 | Showing rows 1 - 100 out of 100+ | < | > |
|---|----------------------------------------|-------------------|----------------------------------|---|---|

Based on the filters you've applied, this is a partial result of the total. Click the page arrow to load more.

Number of rows shown per page

One page equals rows per page

# Data grid instant resultant count (BETA)

We are trialling a Data grid instant count feature that provides an immediate result total for your initial Dashboard defined search.

### Feature (when tenant enabled)

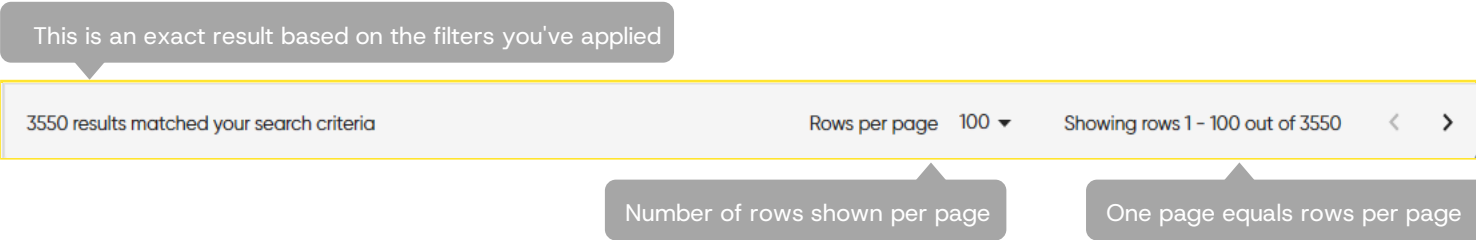
- On a per-session basis. User sets the feature on, from their Dashboard settings
- In supported Data grids define the filter criteria and search
- Data insight text informs a resultant count (Total) matching the criteria
- Pagination readily available with known count

The screenshot shows the Sinch Dashboard interface. At the top, there's a 'Conversations' section with filters for 'Start time' (01/01/2024 00:00) and 'End time' (09/17/2026 00:00). Below this is a table with columns: Subty..., Source, Destination n..., Queue, Status, Arrival time ↓, Connection time, Disconnection time, Waiting..., Handling..., Wrap-up..., Total dur..., Rec..., Script, and Agent... The table contains several rows of conversation data, all marked as 'Handled'. At the bottom of the table, a footer bar states '3550 results matched your search criteria' and includes pagination controls: 'Rows per page 100' and 'Showing rows 1 - 100 out of 3550'.

Information related to the results are provided in the footer of the Data grid

### How to get involved?

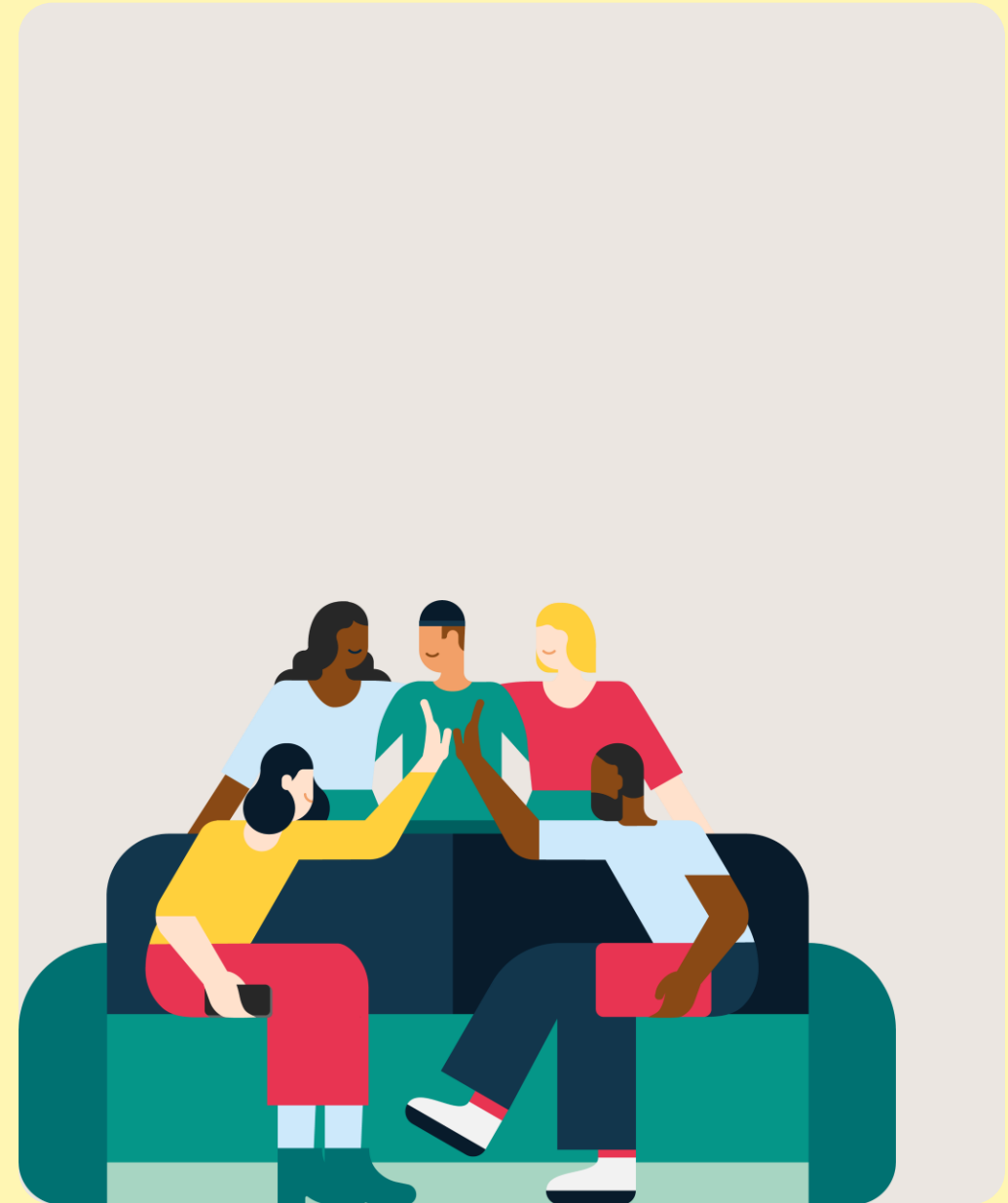
Submit a support ticket for us to assess your tenant's eligibility for this exclusive trial.



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# Integrations

enablers and improvements



# WhatsApp BSUID integration with SAP

## Proactive readiness for WhatsApp's upcoming username and phone number privacy rollout

### The Upcoming Change (WhatsApp Usernames & Privacy)

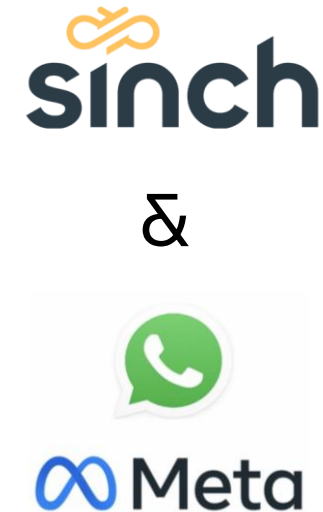
- Meta is rolling out a major privacy update allowing WhatsApp users to create usernames and hide their phone numbers from businesses.
- When a customer hides their number, interactions are identified exclusively via a Business Scoped User ID (BSUID) (e.g., US.13491208655302741918).

### Proactive Technical Readiness (Contact Pro & SAP Service Cloud)

- 26q2 foundation: Contact Pro introduced core architectural handling for BSUIDs across inbound message display and session routing.
- SAP Service Cloud integration (V1 & V2): We have proactively synchronized BSUID exchange directly with SAP Service Cloud to ensure customer profile linkage.
- Dual-Identifier Mapping: SAP Service Cloud maps the customer's traditional phone number to their BSUID, maintaining complete CRM account context.

### Key Business Benefits

- Unbroken Customer History: When usernames become active and phone numbers are hidden, SAP Service Cloud retains the historical customer linkage with zero data loss or duplicate accounts.
- Zero Disruption for Agents: Inbound customer interactions seamlessly match existing contact cards and open tickets; no manual searching or workflow changes required.
- Future-Proof Compliance: Ensures full compliance with Meta's evolving privacy guidelines well ahead of regional general availability.



# Automatic case creation during bot interaction

## SAP C4C V2 Integration enhancements (this slide is from 26q2 show & tell)

Cases are now created automatically during the initial voice bot or chatbot interaction.

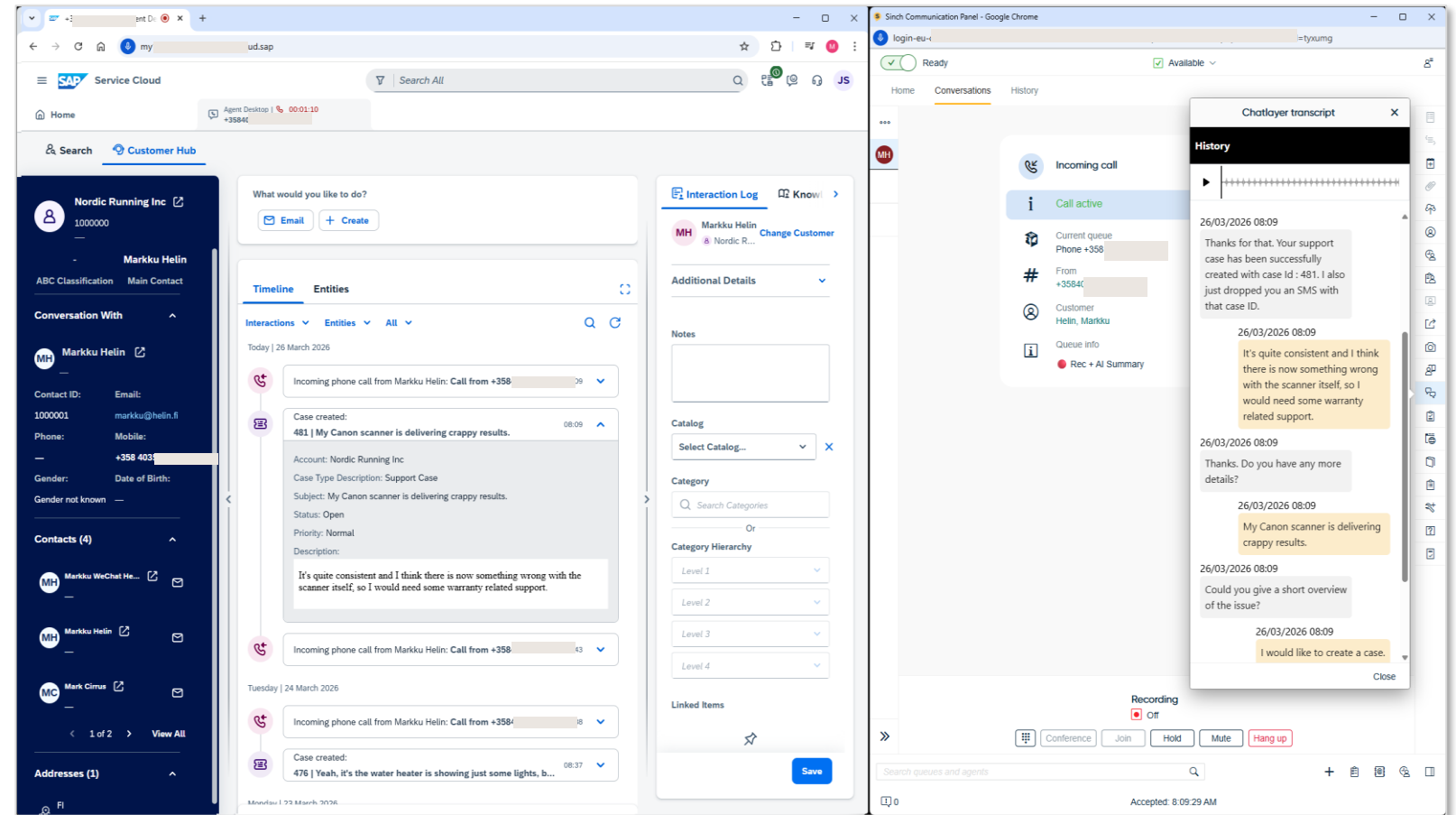
Chatlayer captures the customer's issue and creates a case in SAP with the topic and description.

When the conversation is routed, the agent has the case ready and available.

This process works even if the bot fully resolves the issue or the customer contacts outside of service hours. The case is created, and the workflow continues as defined in C4C.

### Benefits:

- **Saves agent time:** Eliminates manual data entry by automatically creating cases, allowing agents to focus on the customer.
- **Enables 24/7 responsiveness:** Customer issues are captured as cases around the clock, ensuring every inquiry is logged and addressed.
- **Improves service quality:** Agents receive immediate context from the bot interaction, leading to faster, more prepared, and effective conversations.



Automatically created case in SAP Service Cloud V2 timeline showing the case topic and description. Communication Panel showing the call controls and the transcript of the call from the voice bot phase, enabling the human agent to continue the call with the customer.

# AI intent detection: structuring spoken descriptions

Transforming unstructured spoken dialogue into clear operational problem statements

The challenge with spoken customer interactions

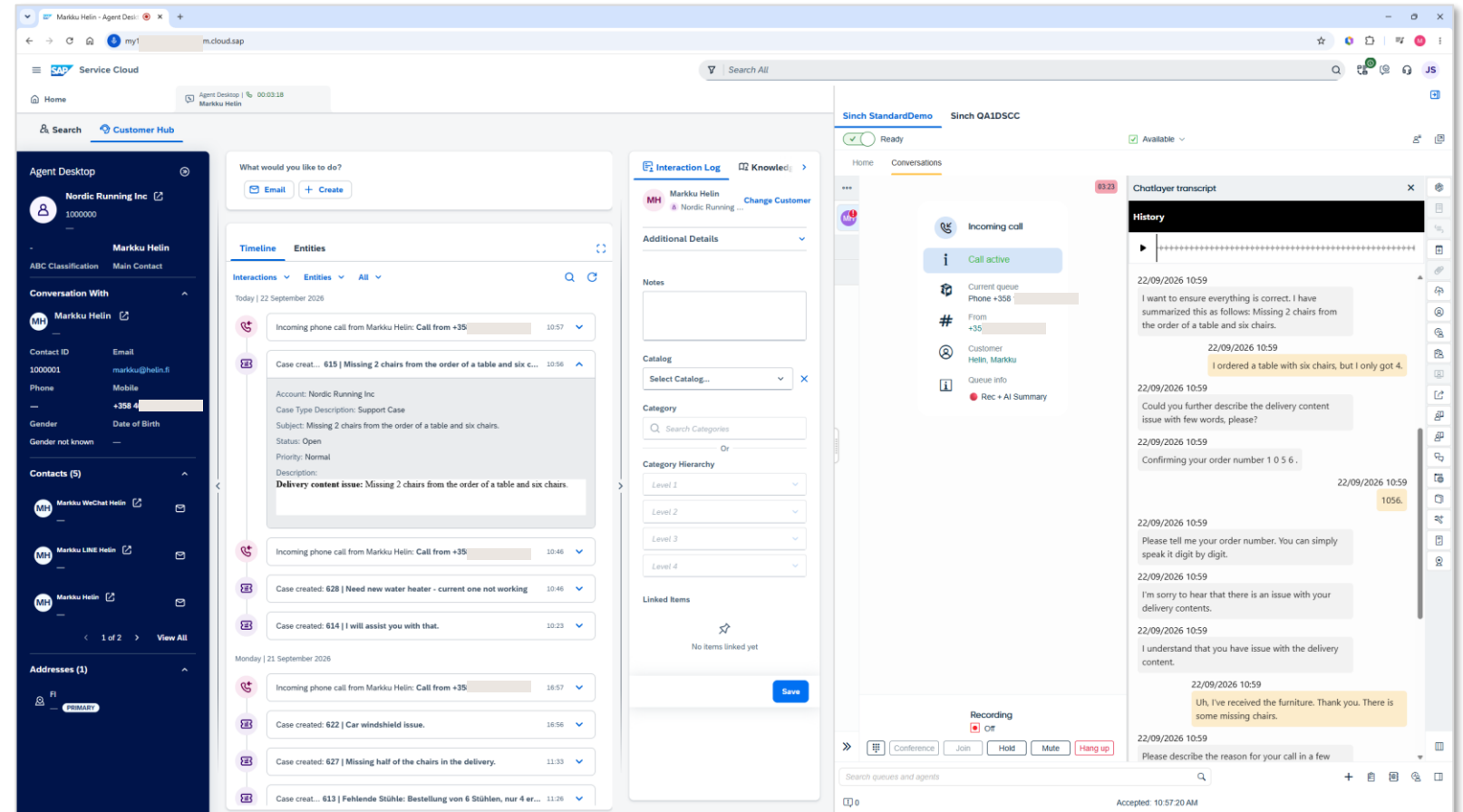
- Callers often speak in long, fragmented sentences with tangents, hesitation, emotional remarks, and unclear phrasing.
- Traditional keyword or rule-based bots struggle to isolate the root problem, forcing human agents to read or listen through entire transcripts.

How Chatlayer & Generative LLMs solve this

- Intent Extraction Beyond Keywords: Chatlayer leverages LLMs to interpret natural, free-flowing language and determine underlying caller intent accurately.
- Intelligent Dialogue Structuring: Condenses rambling spoken descriptions into concise, well-structured problem statements and normalized key facts.
- Standardized Case Descriptions: The operative case description saved to SAP C4C V2 is clear, objective, and immediately comprehensible.

Key business benefits

- Accelerated Agent Comprehension: Agents instantly grasp the core issue in seconds upon call transfer.
- Consistent Organizational Understanding: Every case entered into the CRM follows a clean, professional, standardized format regardless of how the customer expressed it.
- Reduction in Misdiagnosed Issues: AI accurately identifies root causes even through customer ambiguity or emotional delivery.



From unstructured spoken dialogue to a structured case summary: Chatlayer and generative LLM interpret conversational hesitation ("Uh, I've received the furniture... missing chairs") and extract the concrete operative problem ("Missing 2 chairs from the order of a table and six chairs") for instant clarity.

# Standardized case intent in SAP Service Cloud V2

Establishing a data foundation to empower System Integrator workflow automation

From raw logging to standardized case metadata

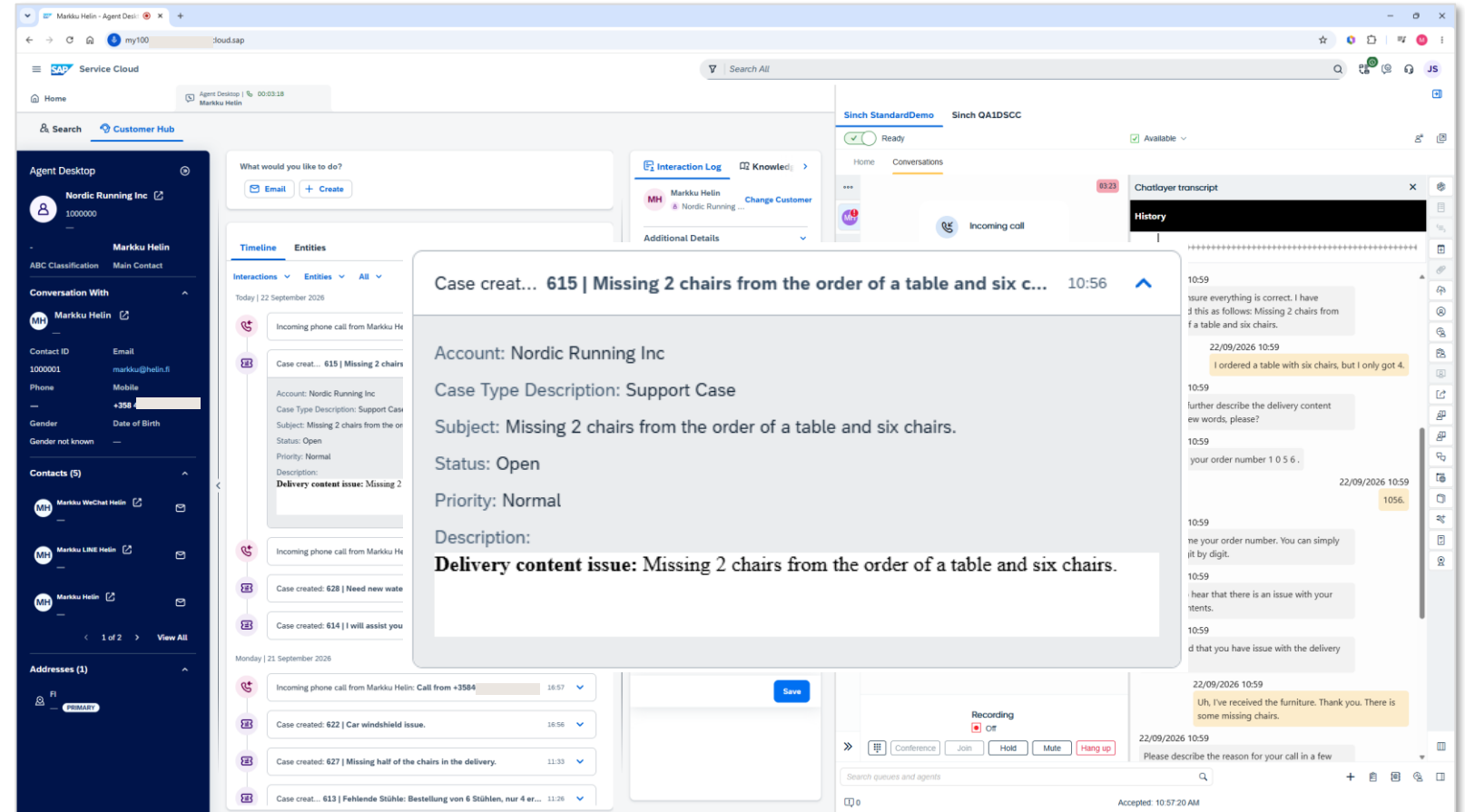
- In 26q2, bot interactions automatically created a raw case in C4C V2 with basic transcript details.
- We now identify the caller's specific intent and case type during the bot conversation and inject this as standardized, structured text directly into the C4C case description.

Empowering Sis & process customization

- Predictable CRM data hook: By injecting normalized intent tags into the case description, we provide a consistent, structured trigger within standard C4C fields.
- Configurable workflow mapping: System Integrators (SIs) can configure standard SAP C4C rules to parse this structured text and map it to catalogue hierarchies and ticket attributes.

Key Business Benefits

- Extensible Implementation: Gives implementation partners a reliable baseline to build CRM workflows without custom bot coding.
- Immediate Agent Clarity: Human agents immediately see the standardized intent at the very top of the case description.
- Zero Disruption to Existing C4C Configurations: Respects existing enterprise C4C workflow logic, business rules, and security frameworks.



AI Intent Capture in SAP C4C V2: The voice bot detects the caller's specific intent and injects a standardized prefix—"Delivery content issue:"—directly into the Case Description.

# Summary via Email, SMS & WhatsApp

Delivering instant conversational recaps and case confirmation across preferred channels

## Omnichannel Dispatch Powered by Sinch Communication APIs

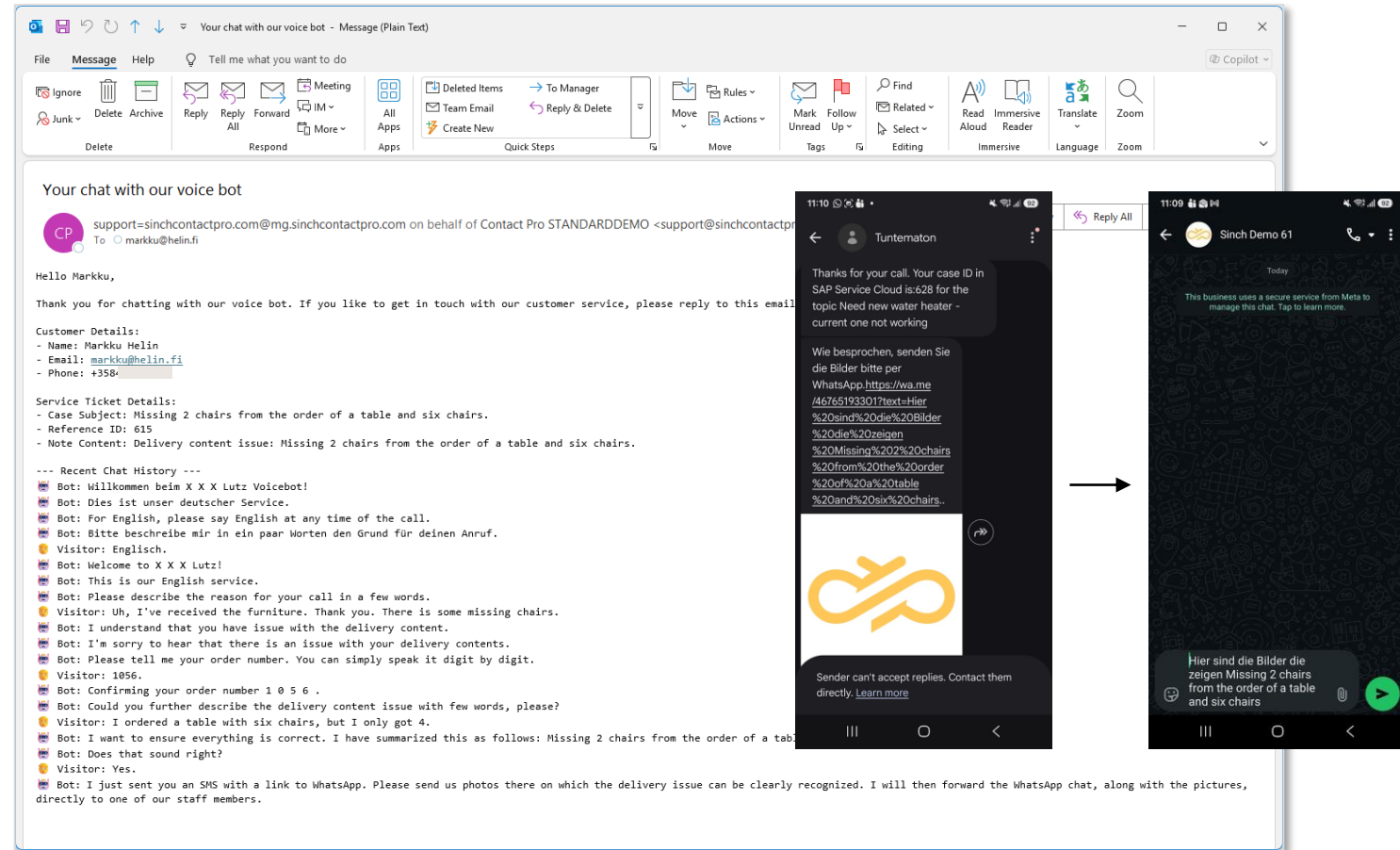
- In addition to existing SMS and WhatsApp messaging capabilities, the bot workflow now dispatches a complete case summary via Email.
- Automated CRM Lookup: The bot dynamically fetches the customer's verified email address directly from SAP C4C V2 customer master records.

## Flexible End-to-End Execution Scenarios

- Self-Service Resolution (Without Human Transfer): If the bot successfully resolves the inquiry or registers the case outside of business hours, the customer immediately receives confirmation and a case recap.
- Assisted Escalation (With Human Transfer): If the caller is transferred to an agent, a notification is dispatched simultaneously, confirming their case number and outlining next steps while the agent connects.

## Key Business Benefits

- Immediate Customer Reassurance: Callers receive tangible written proof of their inquiry with a clear Case ID and summary, reducing anxious repeat calls.
- True Omnichannel Continuity: Reaches customers on their preferred channel (Email, WhatsApp, or SMS) without manual agent intervention.

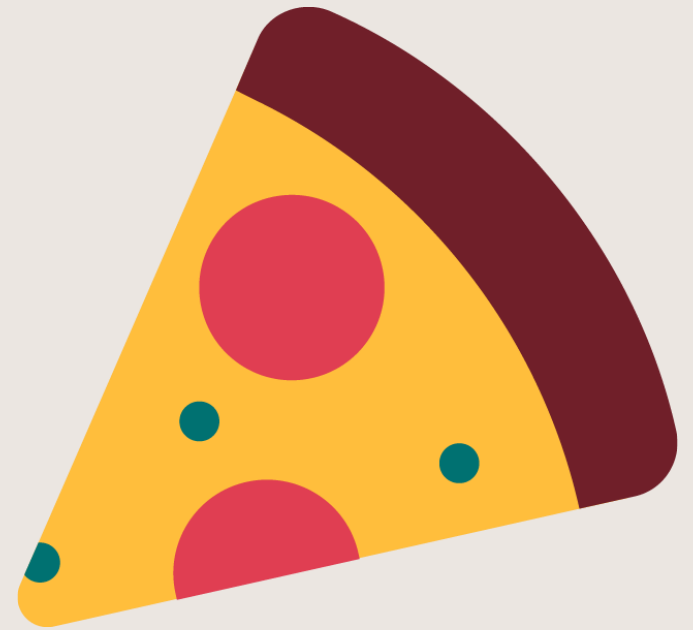


*Closed-loop customer confirmation across channels: Following the call, the customer receives an automated email summary (sent to the address verified in C4C V2), an instant SMS confirming Case #615 with the structured topic ("Missing 2 chairs..."), and a direct WhatsApp link to upload supporting evidence seamlessly.*

SHOW AND TELL 26Q4

# Miscellaneous

improvements



# In-queue DMTF forwarding options

## Overview

Empowers administrators to configure multiple custom forwarding actions via caller DTMF key presses while waiting in queue, expanding beyond the previous single-option limitation.

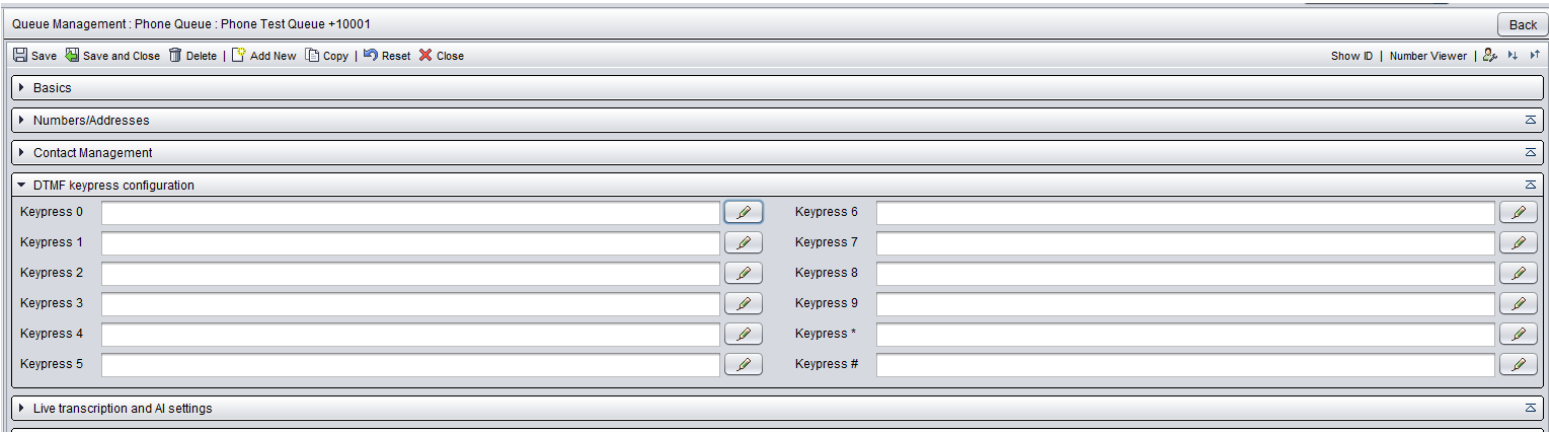
## Key Business Benefits

- From single option to multi-choice: Callers are no longer locked into just one fallback path; they can now choose from multiple dynamic options while queuing.
- Beyond standard IVR: Keeps routing options active throughout the wait journey, giving callers productive alternatives instead of a passive hold loop.
- Lowers Abandonment: Callers proactively select alternatives, such as requesting a callback, jumping to an overflow queue, or leaving a voicemail.

- Peak traffic load balancing: Relieves pressure on congested queues during spikes by deflecting callers to alternative teams or automated workflows.
- Total admin agility: Easily assign multiple keys (0-9,\*,#) to distinct destinations tailored per queue.

## Key Capabilities

- Multi-action key mapping: Configure multiple independent forwarding targets simultaneously on a single queue.
- Flexible destinations: Forward to secondary queues, external lines, callback services, or voicemail.
- Contextual in-queue prompts: Play periodic announcements alerting callers to available key choices.



The screenshot displays the 'Queue Management' interface for a 'Phone Queue : Phone Test Queue +10001'. The interface includes a top navigation bar with a 'Back' button and a toolbar with options like 'Save', 'Save and Close', 'Delete', 'Add New', 'Copy', 'Reset', and 'Close'. Below the toolbar, there are expandable sections for 'Basics', 'Numbers/Addresses', 'Contact Management', and 'DTMF keypress configuration'. The 'DTMF keypress configuration' section is currently expanded, showing a table with 12 rows for 'Keypress 0' through 'Keypress #'. Each row has a text input field and a small edit icon (pencil) to its right. The bottom section is 'Live transcription and AI settings', which is currently collapsed.

Extended DTMF configured under Queue Management.

# AI analysis in Reporting database & OData

Making conversation AI intelligence accessible for enterprise BI and bulk analytics in Public Cloud.

## The Challenge & Solution in Public Cloud

- In public cloud environments, customers do not have direct access to operative databases, and transactional REST APIs are not built for mass data extraction.
- The solution: AI analysis outcomes (summaries, sentiment, detected topics, and categories) are now replicated directly into the Reporting Database and exposed via OData.

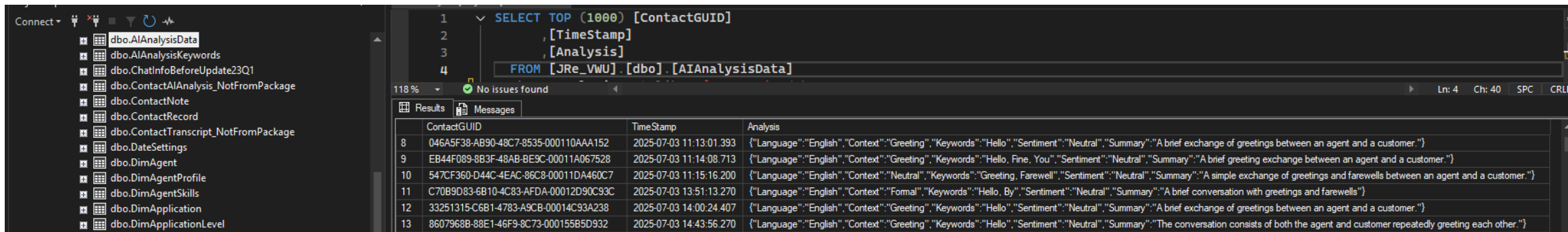
## Key Capabilities & Access Methods

- SAP BusinessObjects integration: Run rich out-of-the-box or custom BI reports combining operational contact center KPIs with conversational AI data.

- High-volume OData interface: Ingest AI analysis metrics seamlessly into external data lakes, Power BI, Tableau, or enterprise analytics platforms without impacting live operations.

## Key Business Benefits

- Safe, high-volume data access: Extract large volumes of AI conversation data without rate limits, timeout risks, or performance overhead on live call handling.
- Service intelligence: Correlate AI conversation sentiment and topics with queue wait times, handle times, and resolution rates.
- Customer trend discovery: Track recurring customer pain points and emerging issues over time across weeks, months, or quarters at scale.



The screenshot shows a SQL query in SAP BusinessObjects. The query is: `SELECT TOP (1000) [ContactGUID], [TimeStamp], [Analysis] FROM [JRe_VWU].[dbo].[AIAnalysisData]`. The results table shows columns: ContactGUID, TimeStamp, and Analysis. The Analysis column contains JSON objects with fields like Language, Context, Keywords, Sentiment, and Summary.

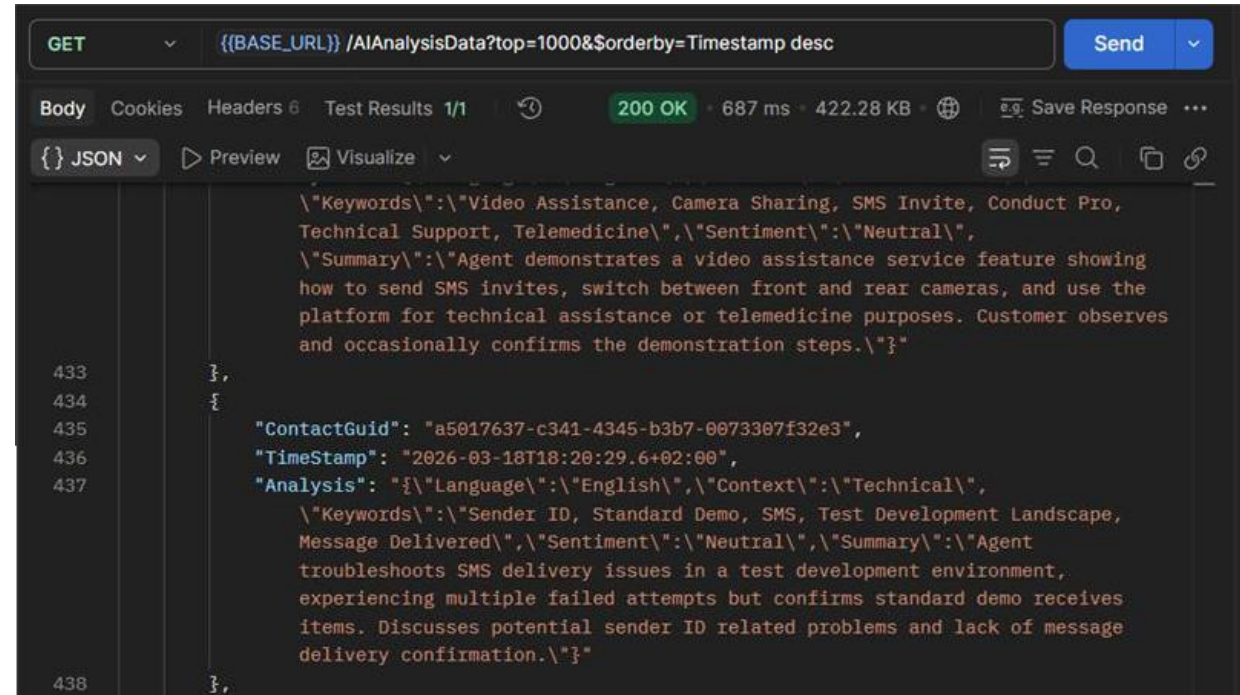
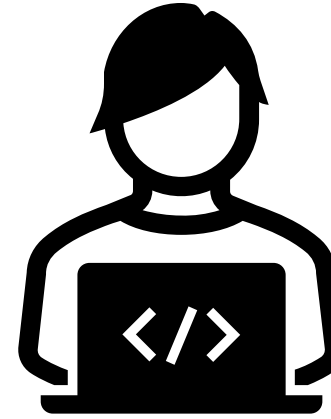
|    | ContactGUID                          | TimeStamp               | Analysis                                                                                                                                                                                                       |
|----|--------------------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | 046A5F38-AB90-48C7-8535-000110AAA152 | 2025-07-03 11:13:01.393 | {\"Language\":\"English\",\"Context\":\"Greeting\",\"Keywords\":\"Hello\",\"Sentiment\":\"Neutral\",\"Summary\":\"A brief exchange of greetings between an agent and a customer.\"}                            |
| 9  | EB44F089-8B3F-48AB-BE9C-00011A067528 | 2025-07-03 11:14:08.713 | {\"Language\":\"English\",\"Context\":\"Greeting\",\"Keywords\":\"Hello, Fine, You\",\"Sentiment\":\"Neutral\",\"Summary\":\"A brief greeting exchange between an agent and a customer.\"}                     |
| 10 | 547CF360-D44C-4EAC-86C8-00011DA460C7 | 2025-07-03 11:15:16.200 | {\"Language\":\"English\",\"Context\":\"Neutral\",\"Keywords\":\"Greeting, Farewell\",\"Sentiment\":\"Neutral\",\"Summary\":\"A simple exchange of greetings and farewells between an agent and a customer.\"} |
| 11 | C70B9D83-6B10-4C83-AFDA-00012D90C93C | 2025-07-03 13:51:13.270 | {\"Language\":\"English\",\"Context\":\"Formal\",\"Keywords\":\"Hello, By\",\"Sentiment\":\"Neutral\",\"Summary\":\"A brief conversation with greetings and farewells\"}                                       |
| 12 | 33251315-C6B1-4783-A9CB-00014C93A238 | 2025-07-03 14:00:24.407 | {\"Language\":\"English\",\"Context\":\"Greeting\",\"Keywords\":\"Hello\",\"Sentiment\":\"Neutral\",\"Summary\":\"A brief exchange of greetings between an agent and a customer.\"}                            |
| 13 | 8607968B-88E1-46F9-8C73-000155B5D932 | 2025-07-03 14:43:56.270 | {\"Language\":\"English\",\"Context\":\"Greeting\",\"Keywords\":\"Hello\",\"Sentiment\":\"Neutral\",\"Summary\":\"The conversation consists of both the agent and customer repeatedly greeting each other.\"}  |

AI analysis is stored in the Reporting database.

# API enhancements

## Restful Interfaces

- CMI/keywordCounts  
Added capability to provide keyword trends.
- RCI/users  
Support for defining voicemail number for a user.
- CMI/contacts/move  
Added support for moving queueing conversations from queue A to queue B.
- OData is enhanced with support to query AI analyse data



```
GET {{BASE_URL}} /AIAnalysisData?top=1000&$orderby=Timestamp desc Send
Body Cookies Headers 6 Test Results 1/1 200 OK 687 ms 422.28 KB
JSON Preview Visualize
{"Keywords": "Video Assistance, Camera Sharing, SMS Invite, Conduct Pro, Technical Support, Telemedicine", "Sentiment": "Neutral", "Summary": "Agent demonstrates a video assistance service feature showing how to send SMS invites, switch between front and rear cameras, and use the platform for technical assistance or telemedicine purposes. Customer observes and occasionally confirms the demonstration steps."},
{
  "ContactGuid": "a5017637-c341-4345-b3b7-0073307f32e3",
  "TimeStamp": "2026-03-18T18:20:29.6+02:00",
  "Analysis": {
    "Language": "English",
    "Context": "Technical",
    "Keywords": "Sender ID, Standard Demo, SMS, Test Development Landscape, Message Delivered",
    "Sentiment": "Neutral",
    "Summary": "Agent troubleshoots SMS delivery issues in a test development environment, experiencing multiple failed attempts but confirms standard demo receives items. Discusses potential sender ID related problems and lack of message delivery confirmation."
  }
},
{
```

AI analysis is available via OData interface.

# Dual Sinch Contact Center (DSCC)

Contact Pro's Public Cloud is moving to a dual-instance model, providing each tenant with both an active and a passive instance.

This DSCC architecture delivers two major benefits:

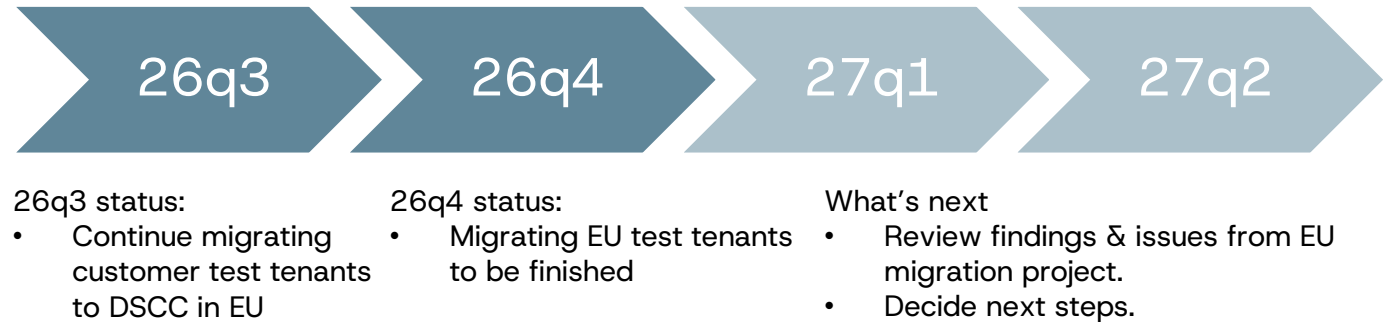
## Shorter maintenance downtime

- Quarterly updates and patches are performed on the passive instance, leaving the active service uninterrupted.
- For customers, this means significantly shorter maintenance windows.

## Enhanced resiliency

- The active/passive model improves the reliability and fault tolerance of the Contact Pro infrastructure.

## DSCC project roadmap\*



\* Roadmap is always a plan and plans may change

# End

## of Show and Tell presentation

Planned [release dates for 26q4](#)

Release to Customers' test tenants September 29th, 2026

Release to Customers' production tenants October 17th, 2026

Follow us on YouTube - Sinch Contact Pro

<https://www.youtube.com/playlist?list=PLDWxiKsSIVPKgNU-zKJWGZeur78UqIT6t>

Sinch Contact Pro community page

[https://community.sinch.com/t5/Contact-Pro/bd-p/Contact\\_Center](https://community.sinch.com/t5/Contact-Pro/bd-p/Contact_Center)

Contact Pro Documentation

<https://docs.cc.sinch.com/>