How to Use Insight7 Voice AI

What Voice AI does, how to set up and run campaigns and lines, what your results mean, how it connects to your systems, and what Nigerian teams need to know.

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1 Getting Started with Voice AI

Insight7 Voice AI gives you AI agents that talk to your customers for you. An agent can call a list of people for you, answer a phone number your customers ring, or hold the same conversation by SMS, WhatsApp, email or website chat. Every conversation is recorded, transcribed, summarised and scored, so you can see exactly what was said and what came of it.

What you can do with it

- **Outbound campaigns.** Upload a list of people and tell the agent what the call is for. It calls each person in their own calling hours, follows your script, asks your questions and records the result. Common uses are payment reminders, collections, lead follow-up, renewals, win-back, customer surveys, appointment reminders and document collection.
- **Inbound lines.** Give your customers a number to ring. The agent answers it day or night, helps from your approved content and your customer records, and books a call back for anything it cannot handle.
- **Text channels.** Run the same agent over SMS, WhatsApp, email or a chat window on your website.
- **Results you can act on.** For every person you get the outcome, a short summary, their mood, their answers, the recording, the transcript and a quality score.

Where it works

Voice AI calls people around the world. Calls to Nigeria come from a Nigerian number. We set up numbers for each country you call, so your customers see a local number they can recognise.

The agent speaks **English, Yoruba, Igbo, Nigerian Pidgin and Hausa**. Each campaign runs in one language. Summaries and answers always come back to you in English.

No call ever goes out before 8am or after 8pm in the person's own time zone. That limit is built into the platform and no campaign setting can override it.

How long setup takes

Once Voice AI is switched on for your account, you can run your first campaign straight away by uploading a CSV or Excel file. No integration is needed.

If you want Voice AI connected to your CRM or your own system, integration takes about **one to two weeks**. See How to Connect Your CRM or System.

How you get phone numbers

You do not need to buy numbers yourself. Our team reserves calling numbers for your company in each country you call and connects them to the platform. You can publish these numbers on your website and in your app so customers know the call is really from you.

If you would rather use your own number or your own phone system, our engineers connect it for you.

What our team sets up for you

When you sign up, our team:

1. Switches Voice AI on for your account and agrees how many calls can run at once.
2. Reserves your calling numbers and connects each country you call.

3. Sets up your languages and, if you want one, a custom voice that only your company uses.
4. Connects inbound numbers if you want customers to ring the agent.
5. Sets up your SMS, WhatsApp and email senders for text channels.
6. Connects your CRM and issues API keys if your systems will add people or read results.

Running a pilot

Most teams start with a pilot: one campaign over two to four weeks. Part of your list gets the AI call and the rest gets your usual process, so you can compare results and the cost of reaching each person. You can listen to every call.

For a pilot we need:

1. The goal of the campaign, and your approval of the script and of the answers the agent may give.
2. The first list of people to call, with only the columns the call needs.
3. A named person or team to pick up callbacks and calls flagged for a person.
4. Sign-off on the data processing agreement.
5. A few staff phone numbers for test calls before any customer is called.

Next steps

- How to Create a Voice AI Campaign
- Voice AI in Nigeria
- Voice AI FAQ

To get started or to get pricing for your team, book a demo.

2 How to Create a Voice AI Campaign

A campaign is one reason for calling, one script and one list of people. Insight7 drafts the campaign for you from a short description. You then check each part and change anything you like before launch.

Accessing Voice AI

1. Click **Voice AI** in the left sidebar.
2. You land on the **Outbound** tab, which lists your campaigns.
3. Click **New** (or **New campaign** if you have none yet).

Step 1: Describe the campaign

The first screen asks **"What's this campaign for?"**

1. In **Describe the campaign**, write a few sentences in plain words. Say who you are calling, why, and what a good result looks like. For example: "Call customers whose loan repayment is due this week. Remind them of the amount and due date, and ask when they plan to pay."
2. Optional extras, from the menu in the box:
   - **Attach context**: add a policy, a script or product notes (TXT, MD, PDF or DOCX, up to 10 MB per file). The drafter reads it when writing the campaign.
   - **Upload customer list**: add your list now (CSV or XLSX), or later.

- **Dictate**: speak your description instead of typing it (up to 2 minutes).

3. Click **Draft the campaign**.

You can also pick a ready-made starting point under **Or start from a use case**, or choose **Start from a trigger** to have people added automatically by your own system (see How to Connect Your CRM or System).

Your company profile and knowledge base still supply company facts. Attached context is read only when the draft is written.

Step 2: Check each section

The draft opens in three sections. Click any item to edit it.

People

- **Choose people**: upload or check your list. See How to Prepare and Upload Your Contact List.
- **Who may be called**: say whether the list is **Existing customers**, **People who opted in**, or **People who never asked to hear from you**. A cold list needs someone to confirm you may lawfully call those people before the test call.
- **Audience context**: anything the agent should know about these people.

The call

- **Campaign purpose**: the campaign kind. **Customer survey** (existing customers only), **Lead follow-up** (people who opted in), **Cold outreach** (needs your confirmation; not used for US numbers) or **Win-back** (past customers and applicants).
- **Caller**: the agent's name, the company it calls for, its role and its manner: **Warm** (the default), **Brisk**, **Easy-going** or **Courteous**.
- **Choose a voice**: pick a voice from the library and listen to it. Ask us if you want a custom voice for your company.
- **Language**: English, Yoruba, Igbo, Nigerian Pidgin or Hausa. One language per campaign.
- **Edit the call**:
  - The **opening line**: your exact words, up to 600 characters. You choose whether the agent says it is an AI at the start or only when asked. It never denies being an AI.
  - The **steps** of the call: up to 8 steps of up to 200 characters each. Details from your list, such as an amount or a due date, can be inserted as placeholders so the agent says them instead of asking.
  - **Questions**: up to 15. Answer types are **Yes or no**, **Score 1 to 5**, **Score 0 to 10**, **Pick one** (up to 10 options) and **Their own words**. You can mark a question "ask exactly as written".
  - A **voicemail message**: optional, up to 400 characters. Leave it empty and the agent hangs up on voicemail without speaking.
- **Outcome**: up to 6 results you want counted, for example "Promised to pay" or "Asked for the form". These are drafted for you and you can edit them.
- **Call rules**: up to 12 rules of your own, up to 400 characters each. They sit under the built-in safety rules and cannot override them.
- **Texts during the call**: optional SMS or WhatsApp messages the agent can send while on the call, such as a payment link. See How to Use Text Channels.

Delivery

- **Calling window**: the days and hours to call (Monday to Saturday, 8am to 8pm, by default), a start date, a stop-by date and any quiet days. Calls only go out inside this window and never outside 8am to 8pm in each person's time zone.
- **Other delivery options**: how hard to try each person.
  - **Gentle**: up to 2 tries, a day apart.
  - **Normal**: up to 3 tries, a day apart.
  - **Persistent**: up to 5 tries, 4 hours apart.
  - Whether to try again after reaching voicemail.

Step 3: Test and launch

When the sections look right, move to the test page. A campaign cannot go live until it passes its checks. See How to Test and Launch a Campaign.

> **Tips**
>
> - Keep each step short. The agent speaks in short turns, and most calls last about a minute.
> - Put the details the agent needs in your list, not in the script. A placeholder for the amount column in a step makes the agent say each person's own amount.
> - To reuse a campaign, open its menu and choose **Duplicate**.

3 How to Prepare and Upload Your Contact List

Your list tells the agent who to call and gives it the details it needs on each call. A clean list means fewer failed calls and better conversations.

What file to use

- **CSV** or **Excel (.xlsx)**. Older .xls files are not accepted; save them as .xlsx or .csv first.
- Up to **10 MB** and **50,000 rows** per file.
- One row per person, with column names in the first row.

Which columns to include

Required: a phone number. The phone column is found automatically.

Recommended:

- **Name**, so the agent can greet the person by name. Without a name, the agent opens with a neutral greeting. You can use a reference number of your own instead of a name if you prefer.
- **Time zone**, if you call a country with several time zones, such as the United States. Without one, the time zone is taken from the number's country.
- **Second number**. This is kept for your team and never dialled.

Useful extras: any detail the call needs, such as amount due, due date, product, branch or plan. The agent uses these instead of asking. You choose which columns the agent may use.

Phone number formats

Numbers can be in any common format, for example `08023456789`, `+2348023456789` or `(415) 555-0100`. Numbers from 19 countries are recognised, including Nigeria, Ghana, Kenya, South Africa, the United Kingdom and the United States.

Columns we keep away from the agent

Some data should never be read out on a call. Columns named like any of these are recognised when you upload:

BVN, NIN, national ID, account number, bank account, card number, CVV, PIN, one-time code (OTP), password, passport number, tax ID, sort code, SSN, next of kin.

These columns are never given to the agent, never shown on screen and never sent to the AI that reads the call afterwards. They are still stored with the person's record, so the safest choice is not to include them at all.

How to upload

1. Open your campaign and go to **Choose people** (or use **Upload customer list** when you describe a new campaign).
2. Drop your file in, or click to choose it.
3. Check the preview. Insight7 shows how many people will be called and why any rows were left out.
4. Choose which columns the agent may use.
5. Save.

Rows that are left out

These are removed automatically, with the reason shown:

- Duplicate numbers.
- Numbers on your do-not-call list.
- Numbers in countries this campaign does not call.
- Numbers that are not valid phone numbers.

Adding people one at a time

To add or change a few people without a new file, open the campaign and choose **Add people** from the menu. You can add, edit or remove people in the app, up to 100 at a time.

To add people automatically from your own system, see How to Connect Your CRM or System.

> **Tips**
>
> - Send only the columns the call needs. Less data means less risk.
> - Check a handful of numbers before a large upload. A wrong country code fails quietly.
> - If your list has a second number, it is safe to include. It is never dialled.

4 How to Test and Launch a Campaign

Every campaign is tested before it calls a customer. The launch button stays locked until the checks pass, so nothing goes live by accident.

Opening the test page

From the campaign draft, move to the test page. At the top you see where the campaign stands, for example **"One check left before [agent name] goes live"** or **"[agent name] is ready to launch"**.

The checks

1. Hear the opening line

Play the opening line in the agent's voice. Listen for pronunciation, speed and tone. If it sounds wrong, change the wording or the voice and play it again. When you are happy, the check shows **Opening line heard**.

2. Ring your phone

The agent calls your own phone and runs the whole conversation as it would with a customer. Play the customer: answer questions, push back, ask something off script. This is the best way to hear how the call really sounds.

Each test call is recorded with a transcript, so you and your team can review it.

3. Run the tests

Click **Run the tests**. Insight7 runs your campaign against simulated customers, including difficult and hostile ones, and checks that the agent:

- Says who it is and why it is calling.
- Stays inside your script and rules.
- Never asks for a card number, PIN, password or one-time code.
- Handles off-topic questions, refusals and requests to stop calling.

Each test shows a result. A failed safety test blocks launch until you fix the cause and click **Run again**.

Cold lists

If the campaign calls **People who never asked to hear from you**, someone must confirm you may lawfully call them before the test call.

Launching

When every check passes, the panel reads **"Ready to call [N] people?"**

1. Click **Start campaign**.
2. Check the summary in the dialog: how many people, the calling window and the start date.
3. Click **Start campaign** again to confirm.

If the button is greyed out, the line under it says why, for example **"Wait for the tests to finish."** or "Who should we call?" when the list is empty.

After launch

Calls start inside your calling window. If you set a start date, the campaign shows **Starts [date]** until then. Results appear as each call finishes. See How to Read Campaign Results.

Changing the script later

If you edit the script of a running campaign, the change waits in a draft copy. The live campaign keeps using the old script until you make a test call on the new one. See How to Run and Change a Live Campaign.

5 How to Run and Change a Live Campaign

Once a campaign is running, you stay in control. You can pause it, add people, change the script or finish it at any time.

Campaign status

The status at the top of the campaign tells you where it stands:

STATUS	WHAT IT MEANS
Draft	Still being set up. Nobody is called.
Starts [date]	Ready, waiting for its start date.
Running / Calling [N] now	Calling inside its window. The number shows calls in progress.
Paused	No new calls. Calls already in progress finish normally.
Finished	Done. Nobody else will be called. Results stay available.

Pause and resume

- To stop calling for a while, click the stop button at the top of the campaign. Calls already on the phone finish normally.
- To start again, click **Resume**. The campaign picks up where it left off, inside its calling window.

Add people

Open the campaign menu and choose **Add people**. Upload another file or add people one by one. New people are checked against your do-not-call list and joined to the queue.

Change the script

1. Click **The script** tab and edit what you need.
2. Your change is saved in a draft copy. The live campaign keeps using the old script.
3. Make a test call on the new version.
4. Once the test call is done, make the new version live.

This keeps an untested change from ever reaching a customer.

Finish a campaign

Open the menu and choose **Finish now**, then confirm with **Finish campaign**. Nobody else on the list is called. Calls and results stay in the campaign and in your Insight7 Library.

To remove a finished campaign from your list, choose **Archive**. A running campaign cannot be archived; stop all calls first.

Duplicate a campaign

To run the same campaign again, for example next month's reminders, choose **Duplicate** from the menu. You get a new draft with the same script and settings, ready for a new list.

What the platform does on its own

- **Callbacks.** If someone asks to be called back, the agent agrees a time and the system rings them then, inside your calling hours. The time must be within three days. A callback counts as one of that person's tries.
- **Network refusals.** If the phone network refuses a call, it is tried again two minutes later, up to three times, without using one of the person's tries.
- **Ringing.** A call rings for up to 45 seconds before it counts as no answer.
- **Silence.** If nobody speaks for 20 seconds, the agent ends the call.
- **Self-pause.** If most recent calls connect to silence (9 of the last 10 answered calls), the campaign pauses itself so you are not calling into a broken line. Check a few calls, then click **Resume**.
- **Opt-outs.** Anyone who asks not to be called again, and any wrong number, is added to your do-not-call list automatically.

6 How to Read Campaign Results

Results appear as each call finishes. Headline numbers count people, not attempts, so a person tried three times counts once.

The campaign tabs

Open any campaign to see five tabs.

Pulse

The headline view: how many people have been reached, how many reached each of your outcomes, and how the campaign is moving. Check it daily while a campaign runs.

People

Everyone on the list with their current status, number of tries and last result. Click a person to see each call made to them.

Calls

Every call, newest first. Click a call to see:

- **Outcome**: which of your outcomes it reached, if any.
- **Summary**: two sentences on what happened.
- **Mood**: how the person came across.

- **Answers**: their answer to each of your questions.
- **Recording** and **transcript**.
- **Score**: how the agent did, scored automatically against a scorecard using the same engine as Insight7 call quality scoring.

Recording links on campaign screens expire after one hour for security. Reopen the call to get a fresh link.

What they said

Themes across all calls: what people asked about, common objections and the reasons behind each outcome.

The script

The live script and any draft changes waiting for a test call.

What each person status means

STATUS	MEANING
Not called yet / **Still to call**	Waiting in the queue.
On a call now	The agent is talking to them.
Reached	They picked up and talked.
Said yes	They agreed to the main ask.
Not interested	They declined.
Callback	They asked to be called at another time.
Wrong number	The person who answered was not on the list. Added to do-not-call.
Do not call	They asked not to be called. Added to do-not-call.
Never picked up	All tries used without an answer.
Didn't answer	No answer on the last try; more tries may follow.
Picked up, didn't talk	The call connected but nobody spoke.
Couldn't connect	The network could not put the call through.
Can't be dialled	The number is not valid or cannot be called.
Excluded	Left out, for example a duplicate or a number in a country this campaign does not call.

How a call ended

Each call also shows how it ended: **Rang out**, **Voicemail**, **They hung up**, **Agent ended it**, **Phone company refused**, **Line dropped**, **Couldn't connect** or **Stopped by us**.

Getting results out

- **Download**: export everyone on the list as a CSV file with name, phone number, your list columns (sensitive ones removed), status, number of tries, outcome and last call.

- **Your own systems**: read each person's status and outcome through the API, or have results sent to your CRM. See How to Connect Your CRM or System.
- **Library**: when a campaign finishes, its calls land in your Insight7 Library as one project, so you can search and analyse them with the rest of your conversations.

7 How to Manage the Do-Not-Call List

Your do-not-call list covers your whole organisation. Nobody on it is called or messaged by any campaign or line. It is checked when you upload a list, before every single call, and after every call.

Opening the list

1. Click **Voice AI** in the left sidebar.
2. Click **Do-not-call list** at the top of the page.

How numbers get on the list

Numbers are added in five ways. The **Why** column shows which:

REASON	HOW IT HAPPENS
Asked on a call	The person told the agent to stop calling. Added automatically.
Wrong number	The person who answered was not the person on the list. Added automatically.
Uploaded	Your team uploaded a CSV of numbers.
Regulator list	Numbers from a national do-not-call registry.
Added by your team	Someone typed the number in.

Anyone who replies STOP to a text message is added too.

Adding numbers

1. Under **Add numbers**, type or paste numbers, one per line or separated by commas. For example: `08023456789, +2348012345678`.
2. Click **Add**.

To add many at once, drop a CSV of numbers into **Drop a CSV of numbers here**.

Finding and removing a number

1. Use **Search a number** to find it.
2. Click **Take off the list**.

Only remove a number if the person has asked to hear from you again. Keep a record of when and how they asked.

> **Good practice**
>
> - Upload your existing opt-out list before your first campaign.
> - If your country has a national do-not-call registry, load it and keep it up to date.
> - Review new **Asked on a call** entries weekly. They tell you how people feel about your calls.

8 How to Set Up an Inbound Line

A line is a number your customers ring. An agent answers it, day or night, and hands you anyone it can't help.

Accessing lines

1. Click **Voice AI** in the left sidebar.
2. Open the **Inbound** tab. You see your lines, the number people ring, their status and the last call.

Creating a line

1. Click **New line**.
2. Fill in:
   - **Name**: what your team calls this line, for example "Loan support".
   - **Answering for**: the company or team the agent represents.
   - **Role**: who the agent is on this line, for example "support assistant".
   - **Why people ring this number**: the main reasons customers call. This shapes the script.
3. Review the drafted script: the greeting, how the agent helps and what it should never do.
4. Save. The line shows **Draft** until it has a number and passes its checks.

Getting a number

Our team connects a number to your line. You can use a new number we reserve for you or forward one of your existing numbers. Until a number is connected, the line shows **No number yet**.

Going live

1. Test the line by ringing it yourself.
2. Click **Answer this number**. The status changes to **Answering**.

What the agent can do on a call

- Answer questions from your approved script and your knowledge base.
- Look up the caller's record in your CRM, so it knows who they are and what they need.
- Book a call back when the caller wants a person or asks for something it cannot do.
- Add the caller to your do-not-call list if they ask.

The agent always says it is an AI. It never asks for a card number, PIN, password or one-time code.

Following up

Open a line to see five tabs:

- **Pulse**: calls answered and why people rang.
- **Callers**: everyone who has called, with their history.
- **Call backs**: people waiting for a person to call them back, with a summary of what they need. Work this list every day.
- **What they said**: themes across calls.
- **The script**: what the agent says.

Stopping or changing a line

- To stop the agent answering, click **Stop answering**. Calls on the phone right now finish normally. After that, anyone who rings the number gets nothing. Everyone already waiting for a call back stays on the list.
- To change what the agent says, choose **Change what it says** from the menu.
- To close a line for good, stop it answering first, then choose **Close line**.

9 How to Use Text Channels

The same agent that makes your calls can also hold conversations by **SMS**, **WhatsApp**, **email** and **website chat**. Use text for people who prefer it, or alongside calls to send a link or a reminder.

Setting up your channels

Channels are set up once for your organisation. Every campaign and line then picks from them.

1. Go to **Settings**, then **Channels and senders**.
2. Each channel shows its state: **Ready**, **Waiting** or **Not set up**.
3. For any channel that is not set up, click **Talk to us**. Insight7 sets this up for you.

What each channel needs:

CHANNEL	WHAT WE SET UP	WHAT CAN TAKE TIME
SMS	A sender number or name for each country.	Sender name approval in some countries.
WhatsApp	A WhatsApp Business number and message templates.	Meta verifies your business and approves each template.
Email	A sending address on your own domain.	You add DNS records to your domain.
Website chat	A chat window for your website, and a short code snippet.	Adding the snippet to your site.

WhatsApp templates are listed with their kind (**Utility**, **Marketing** or **Sign-in code**), language and state. Only **Approved** templates can start a conversation.

Running a text campaign

1. Click **Voice AI** in the left sidebar and open the **Text** tab.
2. Click **New text campaign** and describe who to message and what to say. Insight7 drafts the campaign.
3. Choose the channel, then check the **opening message** and up to 5 **follow-ups** of up to 1,600 characters each.
4. Set the sending window. Text campaigns default to 9am to 7pm in each person's time zone.
5. Test it: **Send yourself one** to see the message exactly as a customer would.
6. Launch.

Each person shows a text status: **Not messaged yet**, **Replying now**, **Waiting to follow up**, **Replied**, **Wants a call back**, **Wrong person**, **Do not contact**, **No reply** or **Can't be messaged**.

Texts during a call

A voice campaign can send a text while the agent is on the call, for example a payment link or a branch address.

1. In the campaign, open **Texts during the call**.
2. Add up to 5 message templates. Each has a name, the message (up to 480 characters) and a note on when the agent should send it.
3. Set how many texts the agent may send on one call (1 to 3; the default is 2).

Links in texts can be tracked, so you can see who opened them.

Website chat

Website chat answers visitors who start a conversation on your site. It works like an inbound line: the agent answers from your approved content and books a call back for anything it can't help with.

Opt-outs

Anyone who replies STOP, or asks in any channel not to be contacted, goes on your do-not-call list and is not contacted again on any channel.

10 How to Connect Your CRM or System

Voice AI works on its own with a CSV upload. Connecting it to your CRM or your own system lets people flow in automatically and results flow back without anyone downloading a file.

What you can connect

Insight7 supports a wide variety of integrations, including **Salesforce**, **HubSpot** and **Customer.io**. If your company uses a different CRM, or a system you built in-house, we connect that too.

How long it takes

Integration takes about **one to two weeks**. You can run campaigns by CSV upload while it is being built, so you do not have to wait to start.

What a connection does

There are four things a connection can do. Most teams use two or three.

1. Add people to a campaign

Your system sends people to a running campaign as they become due, for example a customer whose payment is three days late. Each person is checked against your calling hours and do-not-call list, then joined to the queue.

2. Start a call when something happens

With a trigger, a campaign calls people when an event happens in your system, such as a new sign-up, a missed payment or an abandoned application. Nobody adds people by hand. You can set a delay of up to 30 days between the event and the call.

To create one, choose **Start from a trigger** when you describe a new campaign, or open the **Triggers** tab.

3. Look up the customer during a call

The agent can read the caller's record from your CRM during a call, for example their balance, plan or last order, so it can answer without asking. This lookup is read-only. The agent cannot change your records.

4. Send results back

Each person's status, outcome, summary and answers can be written back to your CRM, or read by your system through the API.

For your developers

The Voice AI API uses an API key that we issue to you. The main endpoints:

WHAT	ENDPOINT
Add 1 to 100 people to a running campaign	`POST /api/v1/voice/campaigns/:id/contacts`
Send an event to a trigger	`POST /api/v1/voice/triggers/:key/events`
Read a person's status and each try's outcome and summary	`GET /api/v1/voice/campaigns/:id/contacts/:contactId`

All requests go over HTTPS. Our team shares full API documentation and works with your developers during setup.

How to get started

1. Tell us which CRM or system you use and what you want to connect.
2. We agree the fields to send and read, and issue your API key.
3. We build and test the connection with your team.
4. You go live, usually within one to two weeks.

Talk to us to plan your integration.

11 Voice AI in Nigeria

Insight7 Voice AI is built for Nigerian teams: local languages, local numbers, local hosting and Nigerian rules built in.

Languages

The agent speaks **English, Nigerian Pidgin, Yoruba, Igbo and Hausa**, with Nigerian voices. Choose the language for each campaign. Summaries and answers always come back to you in English, whatever language the call was in.

Local numbers

Calls to Nigerian numbers come from a Nigerian number reserved for your company. Customers see a local number, and you can publish it on your website and in your app so they know the call is genuine. We handle the connection to Nigerian networks for you.

Calling hours and holidays

- No call goes out before 8am or after 8pm, Nigerian time.
- Nigerian public holidays are skipped automatically.
- You can add your own quiet days, for example a company event.

Local hosting

Your data can be hosted in Nigeria. Tell us during setup if you need it, and we will set up your account to store your data locally.

Data protection

Voice AI is built to help you meet the **Nigeria Data Protection Act 2023** and the Nigeria Data Protection Commission's guidance:

- Every person's data is used only for the purpose of your campaign.
- Columns such as **BVN**, **NIN**, account numbers, card numbers and next of kin are recognised on upload and never given to the agent or shown on screen. The safest choice is not to send them at all.
- The agent never asks for a card number, PIN, password or one-time code, and stops a caller who starts reading one out.
- Insight7 does not train AI models on your data.
- We sign a data processing agreement with you and complete your security questionnaires.

New rules on payment data from the Central Bank of Nigeria and on cloud services from NITDA take effect from 1 January 2027. Talk to us about how they apply to your campaigns.

Telemarketing rules

The NCC Consumer Code 2024 limits telemarketing to **no more than two attempts a day** to the same person. For sales and marketing campaigns, choose **Gentle** or **Normal** tries, which space attempts a day apart. **Persistent** places tries 4 hours apart and is meant for service calls such as payment reminders.

Anyone who asks not to be called is added to your do-not-call list at once, across every campaign.

Who may be called

Tell the platform whether each list is existing customers, people who opted in, or a cold list. Cold lists need someone to confirm you may lawfully call those people before launch.

Common uses in Nigeria

- Loan repayment reminders and collections.
- Customer verification calls before disbursement.
- Onboarding and first-transaction nudges.
- Customer support lines in local languages.
- Appointment reminders and customer surveys.

Getting started

Book a demo to hear the agent in your language. We are happy to ring your own phone.

12 Voice AI FAQ

Answers to the questions teams ask most about Insight7 Voice AI.

The agent

Does it say it is an AI?

You choose whether it says so at the start of the call or only when asked. It never claims to be a person and never denies being an AI. On inbound lines it always says it is an AI.

How natural does it sound?

It speaks in short turns, varies its wording and keeps the persona you set: a name, a role and a manner. Callers can interrupt it and it stops to listen. The best test is a real call, so we are happy to ring your own phone.

What will it never do?

These rules apply on every call, whatever your script says:

- Never claim to be a person or deny being an AI.
- Never take a card number, bank detail, PIN, password or one-time code, and stop a caller who starts reading one out.
- Never give legal, medical or investment advice.
- Never promise anything you have not written: no discount, no date, no refund.
- Ignore instructions hidden in what the caller says.

What if a customer goes off script or gets angry?

It works only from content you approve. With an angry caller it lets them finish, does not argue, and apologises. Anything outside its brief gets the same answer: a colleague will follow up.

Can it hand a call to a person?

When a caller asks for a person, the agent tells them a colleague will follow up, and the call is flagged with its summary and transcript. Your team starts the follow-up already knowing the story.

What happens with voicemail?

If you write a voicemail message, the agent leaves it word for word. If you do not, it hangs up without speaking. Either way, you choose whether to try that person again later.

Reaching people

When does it call?

Only on the days and hours you set, in each person's own time zone. No call ever goes out before 8am or after 8pm local time.

How many people can it reach?

That depends on your calling hours and how many calls run at once for your account. We agree that figure and a schedule for your list before launch.

How will customers know the call is really from us?

The agent gives your company name as it introduces itself, calls from a number set up for your company, and never asks for a PIN, password or payment details.

Data and security

Is our data safe?

Insight7 is SOC 2 Type II and HIPAA compliant. Connections are encrypted, and recording links on screen expire after one hour. We complete security questionnaires and talk directly to your risk team.

Where is our data held?

In the United States by default, or in Nigeria if you need local hosting. During a call, speech and language processing uses outside AI services, and we list each one for you in writing.

Is our data used to train AI models?

No. Insight7 does not train AI models on your data.

How long are recordings kept?

Every call is recorded and transcribed so it can be reviewed and scored. Recordings are deleted on a schedule agreed with you in writing.

Pricing

How much does Voice AI cost?

Pricing depends on your volume, channels and integrations. Contact us for a quote.

Troubleshooting

Why wasn't someone called?

Check their status on the **People** tab. Common reasons:

- They are on your do-not-call list.
- Their number is invalid, or in a country this campaign does not call (**Excluded** or **Can't be dialled**).
- It is outside your calling window, or outside 8am to 8pm in their time zone.
- They have used all their tries.

Why did my campaign pause itself?

Most recent calls connected to silence, which usually means a problem with the line or the numbers. Listen to a few recent calls, then click **Resume**. Contact us if it pauses again.

Why is the Start campaign button greyed out?

A check has not passed yet. The line under the button says which one. See How to Test and Launch a Campaign.

I edited the script but calls still use the old one.

Script changes on a running campaign wait in a draft until you make a test call on them. See How to Run and Change a Live Campaign.

A recording won't play.

Recording links expire after one hour. Reopen the call to get a fresh link.

Still have a question?

Contact us. If a question your team needs is not answered here, ask us for it directly.
