



**The complete guide
to working with a
Twilio build partner**



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Who we've worked with:



OXFAM



HILLARYS



Bennetts



CarFinance 247

Twilio build partners

Twilio build partners specialise in building on the Twilio platform. Some also work with other customer experience technology providers such as Genesys and Avaya, whereas others, such as Zing, are pure Twilio specialists.



The right partner can help to accelerate Twilio implementations, deliver customisations and ensure best practice.

There are partners catering to organisations of different sizes across different regions and industries. They are categorised as Strategic (Deloitte and PwC), Gold, Silver, and Bronze. Categorisation is based on the scale of partner organisation and its proficiency building with Twilio. Here at Zing we're proud to have achieved Gold partner status.

Some partners resell Twilio services as part of their offering, and some have their own proprietary software that sits on top of Twilio.

Shortlisting prospective partners can be daunting at first but once search criteria are applied, it quickly becomes much more manageable.

Most begin by visiting **Twilio's Partner Showcase** page, where partners can be filtered by geography served, industry and Twilio technology specialism.

Why Zing?



Zing is a pure-play Twilio partner. We're one of the most prolific build partners in the world and have a proven track-record of delivering outstanding customer experiences across Asia, Europe, and the Americas.



We've supported over 100 organisations in meeting a wide spectrum of needs, from facilitating a global refugee helpline that efficiently manages over 1.3 million WhatsApp messages a day for the Norwegian Refugee Council to achieving a remarkable 200% reduction in initial call handling time for CarFinance 247.



We offer flexible engagement models including tactical engagements (short, sharp projects such as integrating new channels), agile projects (larger Twilio implementations and digital transformations), and BUILDaaS Subscriptions (where we act as an extension of the client's team, providing ongoing developer support).



Anything we build on the client's behalf, including the code, belongs to them. Whereas some partners require clients to use their proprietary software, we do not. This means our clients retain complete ownership and control and can continue building however they wish. This is also the case with our Flex quick-build offering, buildNow. Clients always remain in control of their roadmaps.



We place a strong emphasis on close collaboration and shared commitment throughout the entirety of a partnership, from daily stand-up meetings to regular catchups during the development phase. Rather than operating in isolation, we encourage clients to be actively engaged throughout builds. This approach ensures they're immersed in the development journey rather than just being recipients of 'finished' products without oversight.

Building a contact centre with Twilio Flex

As the name suggests, Twilio Flex is the world's most flexible contact centre platform. It allows organisations to design the ideal customer experience, integrating their existing applications and channels most preferred by customers. It also offers the most flexible pricing, which is available per-hour and per named user, per month.

Other popular contact centre platforms offer lower complexity and fewer features, which can be suitable for those requiring standard, out of the box contact centre services. Twilio Flex on the other hand is ideal for those looking to build differentiation through unique, exceptional customer experiences.

Being fully customisable, new features can be added and iterated in days – rather than weeks or months. New channels can be deployed instantly and integrated with third-party applications, providing extensive operational insight and analyses.

We build exclusively with Twilio because it offers the most extensive set of tools for creating exceptional customer services. It provides one platform for voice, SMS, video, chat and more, it is highly reliable (with 99.95% uptime Service Level Agreement) and globally scalable.

Now is an exciting time with the launch of CustomerAI, a set of capabilities woven throughout all of Twilio's products, which couples the power of large language models (LLMs) with real-time customer data.

The result helps organisations listen to their customers, interpret the signals they're sending across channels and activate personalised experiences for every individual.

With such continued development, Twilio stays at the forefront of customer service innovation.

Building with Twilio - your implementation options

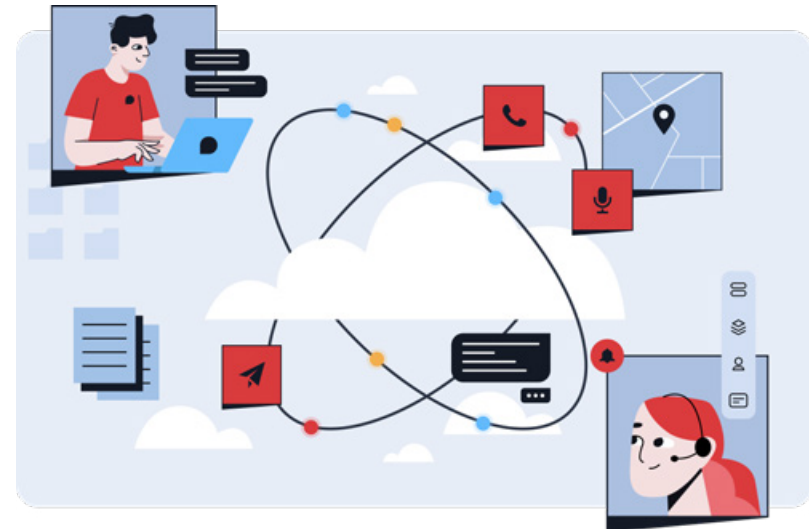
Twilio is a 'developer-first' platform. Over the years, a shift to a focus on enterprise readiness has seen the launch of products such as Flex (and Segment), which come with full graphical user interfaces. The intention being to provide more tools along with an easy-to-use API interface for customising services.

However, whereas Flex makes adding features simple, it still requires building out and remains a developer first product by the very nature of its vast customisation options.

Twilio Professional Services

Twilio Professional Services offer enterprise customers guidance at every step of their journeys, from helping create a project roadmap to providing best practice guidance throughout implementation.

In these cases, Twilio will review projects and provide guidance on optimisation but does not write code on behalf of customers. This is the role of Twilio's certified partner ecosystem. For all but the largest organisations, the choice then is whether to implement in-house or with the support of a Twilio build partner.



In-house build

For organisations that have in-house development expertise with plenty of availability, long lead times and a desire to master Twilio, there is no reason they can't 'go it alone'.



Advantages of in-house

Making use of existing in-house developer resource

Greater control within one team

Direct communication via internal channels



Challenges of in-house

Prioritising in-house resource on learning and implementing Twilio

Risk of poor implementation and limited use of functionality

Longer lead times to get up to speed

Twilio partners

In most cases, organisations choose to work with partners when they do not have the required in-house resource, they want to implement best practice, and/or they want to accelerate their Twilio implementations.

Twilio is highly customisable. It's what sets it apart from competitors, but it can cause issues for teams that lack experience with the platform.

It's common for organisations to have expectations of out-the-box Flex functionality, to attempt to implement it themselves and then realise support is needed.

Twilio is extremely developer friendly but there is a learning curve and in-house development can end up being slower than expected, while swallowing large amounts of development time. A partner is then enlisted to ensure best practice and to accelerate delivery.



Advantages of working with a partner

Speed

Ease

Best Practice



Challenges of working with a partner

Potential communication issues






Potential poor team fit and lack of cultural alignment

Potential loss of control

Flex technical integrations

Contact centres need to offer a seamless experience for end-users, whether they contact an organisation via phone, chat, email, or all of the above. For that to happen, agents need access to customer data and the context of previous interactions. They also need to be able to communicate with customers and other team members across various channels.

To this end, Twilio provides extensive integration capabilities. Key integrations include:

 Customer data platforms	 AI tools	 Messaging applications	 Translation platforms	 Workflow automation platforms
Giving agents access to customer data in a centralised place allows for better personalisation. Flex will soon have out-of-the-box CDP integration with Flex Unify, announced at SIGNAL and currently in private beta. This data management integration unifies back-end enterprise systems to build real-time “golden” customer profiles.	Improving personalisation during virtual and live agent interactions. Powered by <u>Twilio's CustomerAI</u> , Flex Unify will leverage inferred and predictive traits to help live agents customise responses and product recommendations.	Messaging applications - Apps such as WhatsApp, Facebook Messenger, and Discord, enabling businesses to engage customers on their preferred apps.	Integrating AI-powered translation into digital, text-based channels, allowing agents to communicate with customers in their primary language.	Workflow automation platforms - Platforms such as ServiceNow, which are used to handle IT tickets, escalations, alerts for outages, and other incidents can be integrated so that contact centre agents can support.

This is just a snapshot of the wide variety of integration options possible with Flex.

Getting started with Flex

Twilio out of the box

Upon establishing a new Flex instance, which is quick and easy to do, new users are met with a blank canvas, which can be daunting.

Flex was created with customisation at the forefront. Organisations can build tailor-made agent desktop User Interfaces (UIs), integrate data from existing Customer Relationship Management (CRM) systems and more.

Flex works with Twilio's existing Engagement Cloud APIs, including:

**Studio, visual
application builder
for managing
communication
workflows**

**TaskRouter,
skill-based routing for
contact centres**

**Functions,
serverless scripting
in Node.js**

**The voice and
messaging
products that are
part of our Twilio's
Communication
Cloud**

The Flex UI also supports Flex Plugins - self-contained code that allows users to modify their Flex instance. Plugins use the core programmability model of Flex to change or update any aspect. Flex Admins can build a new plugin using the Plugins API to be automatically deployed.

buildNow

Zing buildNow is a plug-and-play service that gets Twilio Flex contact centres up and running quickly. Users pick the functionality they need from our Flex plug-in library; we install and shape the customised contact centre and then handover with ongoing support options.

The solution is favoured by those without a wide infrastructure team or inhouse developers. Over the years, we have built a lot of Flex contact centres and, because a lot of the functionality is the same, decided to standardise those parts.

Rather than reinventing the wheel on common functionality, organisations can put resources towards using Twilio's extensive customisation capabilities to build the game-changing, differentiating customer experiences. This approach saves organisations time and money.



Zing helped us move onto Flex in a timeframe that we would never have thought possible.

Alasdair Stewart

Head of National Services, Age UK

Plugins available

Our range of plugins extend the capabilities of Twilio Flex quickly and easily, saving clients time and budget

Basic disposition capture

Sent to agents within the wrap state of each task

Canned responses

Create and manage message template responses

Chat / SMS transfers

Enable agents to transfer messages internally

External directory

Manage external telephone directories through Flex

Flex essentials

The necessary component for starting Twilio Flex migration

Opening hours

Configurable by IVR queues, agent teams or entire business

Outbound dialpad

Instantly handle outbound calls, with no coding required

Pause & resume call

Manually pause and resume call recordings through Flex interface

Barge, whisper & listen

Enable supervisors to monitor calls more easily

Tailored components

Simply choose the components you need, and we will tailor them to meet your exact business requirements.

AI-driven chatbot

Integrate with third party services to deliver conversational AI

Basic automated speech recognition

Transcribe spoken language into written text as a form of command

Basic chatbot

Instant answers to queries as well as aiding in support triage

Basic skill-based routing

Route incoming calls to the most appropriate agent VV or department

Basic video client

Present to agents within the wrap state of each task

Basic disposition capture

Enable 2-way video communication through the Flex Interface

Basic web chat

Add live chat functionality to your website

Bespoke web chat

Fully bespoke web chat client built specifically for your use case

Call recording migration

Call recordings kept and managed internally, through a systematic migration of your recording files

Custom channel integration

Fully bespoke channel integration built specifically for your use case

Facebook messenger

Enable 2-way Facebook Messenger through Twilio

Group / team voicemail

Enables multiple workers within a team to receive and manage voicemails

Premium automated speech recognition

Integration of ASR service using modern REST API

Premium chatbot

Deliver a more personalised chatbot experience

Premium self-service IVR

With third Party Data lookup and complex navigation

Premium skill-based routing

Mapped out Skills vs Worker Matrix for up to 25 Worker Skills

Premium video

Fully bespoke video client built specifically for your use case

Premium web chat

Integrate web chat service into your CRM

2-way Viber

Enable 2-way Viber messaging through Twilio

2-way WhatsApp

Enable 2-way WhatsApp messaging through Twilio

Individual voicemail

Redirect calls to a pre-recorded voice prompt asking the caller to leave a message

Intelligent self-service IVR

Route incoming calls and messages to specific agents based on whether the same agent is available to talk to the same inbound contact

Multi-tier self-service IVR

Enable the caller to navigate through several menu options to reach the correct department

Omni-channel chat client

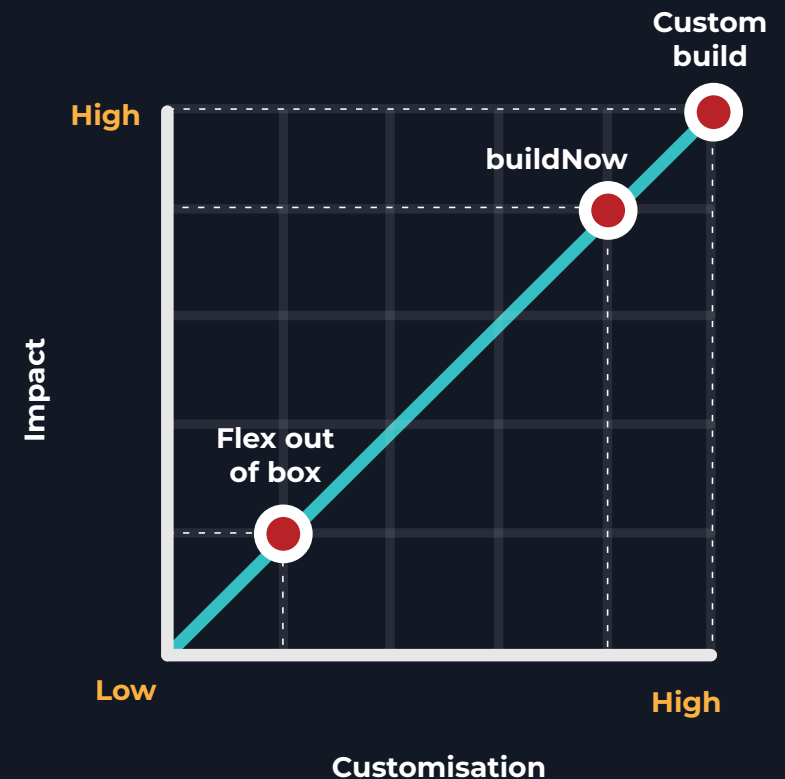
Connect with your customers via the channel that suits them best

Fully customised solution

For organisations looking for unique functionality, the platform provides all the necessary tools to build things that have never been built before. The humanitarian sector for example, often needs to meet unprecedented challenges. For the Norwegian Refugee Council (NRC) we've build fully customised solutions, such as:

- Building a toll-free way for those without smartphones to request assistance by integrating USSD (Unstructured Supplementary Service Data), an old school communications protocol used for sending super-short text messages, with Twilio Flex.
- Using the Telerivet gateway to offer a localised Libyan number (as Twilio does not offer Liberian numbers), to offer a toll-free solution. When a call comes in, it is automatically dropped but triggers a webhook to fire, calling the Twilio system. This then triggers an outbound call, calling the person back immediately.
- Deploying information gathering WhatsApp chatbots in Ukraine (handling 1.3 messages a day) enabling those in need to tell the NRC what they need, where they are, and request a call back, without overwhelming human contact centre staff capability.

Organisations of all kinds require customised solutions when they are creating unique, market differentiating customer experiences that have never been seen before. Often, organisations will need a layer of common, fundamental capability from which to then build out game-changing applications.



Choosing the right Twilio partner

Twilio Flex's highly customisability is both a standout benefit and a challenge. To get the most out of the platform, deep product knowledge is required.

Here's some factors that factors should be considered when evaluating potential partners.

Partner experience and credentials

- ✓ Twilio accredited
- ✓ Supports organisations of similar sizes
- ✓ Relevant industry experience
- ✓ Relevant Twilio product experience
- ✓ Suitably priced
- ✓ Can meet required timelines
- ✓ Track record of success, with readily available references

“ Twilio Flex is really easy to use, once you've learned how to use it

Jordan Edmunds

Sales Director, Zing

Partner culture and communication style

- ✓ Align with company values
- ✓ Team a good fit
- ✓ Aligned ways of working
- ✓ Will accommodate preferred project management processes and tools

Some more reasons to consider Zing

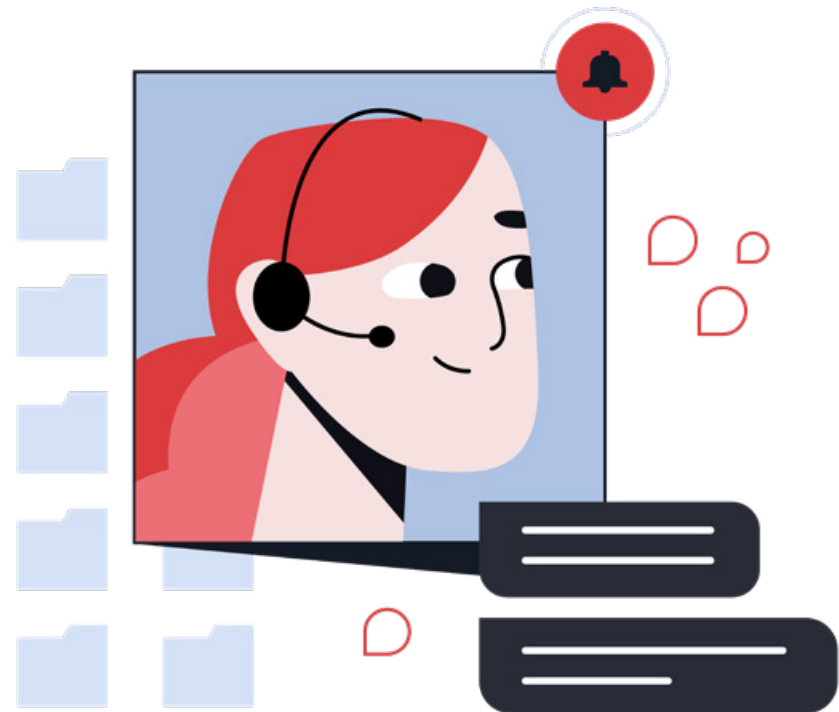
We have everything you'd expect of a Gold Twilio partner but believe that what our customers appreciate the most is the transparency, communication and clarity of approach as we work together to deliver at speed.

The Zing Developer Accreditation Scheme ensures the highest developer standards. The code we create belongs to our customers, it is theirs to use and develop however they wish. This gives organisations the freedom to use Zing support as and when needed, and means they are not tied into ongoing commitments, such as those required of proprietary platforms that sit on top of Twilio.

Our experience comes from successful builds for over a hundred organisations and we work across industries and sectors with a particular expertise in Flex.

Zing is not a not-for-profit organisation, however we do believe that profit should not be at any cost. Our 'Business for Good' initiative is designed to grow the business in a way that we can all be proud of. We're an accredited Twilio.org development partner.

Twilio.org is the social impact arm of Twilio. Its mission is to "fuel communications that give hope, power, and freedom". We've chosen to offer all qualifying organisations a 20% discount over our standard tariffs.



What our clients say

“

One of the best things that we did was making Zing an extension of our internal development team. When we did, things just took off.

Nicole Taylor

Head of Product, CarFinance 247

“

Zing listened and questioned, in a good way! They were always actively trying to find the best solutions for us, they were always available and always prompt in their responses. Importantly, everything was transparent, and they advised on the best use of our budget and capacity, laying out the wins and improvements for us to jump on.”

Jenny Worwood

Head of Supporter Relations, Oxfam GB

“

We thought we were going to build a hut and we built a skyscraper. It's been really, really spectacular and really cost effective.

Christopher Hoffman

Global Project Manager, NRC

Contact details

Wherever you are in your digital transformation journey, we'd love to talk to you to understand your challenges.

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