

SmartAMD

Increase Right Party Contacts with AI-powered classification precision

Call screening is an expanding ecosystem. Between iOS Call Screening, Google's Pixel Call Screen, carrier-native screening apps and third-party tools, more consumers than ever have a layer of AI standing between your communication platform and a live conversation. The contact centers that succeed in this environment must recognize each screening type and respond appropriately.

When a call connects, your contact center platform has milliseconds to determine whether the caller is a human, a voicemail or a mobile screening system and then to route the call accordingly.

TCN's SmartAMD makes that classification with industry-best precision, interacting intelligently with iOS, Android and third-party mobile screening to deliver more focused agent time and more Right Party Contacts (RPCs). Agent time is your most valuable resource. When a call isn't classified correctly, the result is incorrect – and an incorrect result is either a missed opportunity or a drain on productivity.

What it does:

- **Live human detection** – Immediately establishes the connection when a human answers, eliminating the agent-side delay that drives early hang-ups.
- **Mobile screening interaction** – Automatically recognizes iOS, Android and third-party screening systems and takes appropriate action. Whether that's playing a brand-consistent message to the screening prompt, taking further action on the screening prompt, disconnecting cleanly or routing to agents.
- **Multi-class call sorting** – Classifies every connected call by outcome type, generating disposition data that fuels smarter campaign management.
- **Voicemail filtering with precision** – Filters automated voicemails with markedly higher accuracy than legacy AMD, recovering live connections that standard AMD systems misclassify and potentially abandon.
- **Continuous model improvement** – TCN owns and continuously re-trains the SmartAMD model, keeping pace with evolving voicemail greetings, screening systems and carrier filtering behavior.

How it works:

SmartAMD is not a single classifier model. Rather, it is an ensemble of specialized machine learning and AI models working together. One model handles the foundational human-versus-machine decision in sub-second time. Additional models layer on top, further classifying the call by type (live human, traditional voicemail, screening tool type) and selecting the appropriate response path for each. This multi-model architecture is why SmartAMD's AI-powered classification precision outperforms legacy AMD approaches across every classification type your operation encounters.

Because SmartAMD lives natively inside the Operator platform, it integrates directly with TCN's Dialers, List Management and other workflows. No separate vendor, no separate data pipeline, no separate compliance review. Customers can transition from StandardAMD to SmartAMD with minimal IT involvement and zero added headcount. SmartAMD simply makes existing agent seats more efficient by ensuring they spend their time on the conversations that actually move revenue.

TCN's AI: Connecting your agents to humans

When a large TCN customer began using SmartAMD, the impressive results and return on investment were almost immediate. Across **1.6 million calls** processed through SmartAMD, the customer measured:

- **RPC rate increased from 7.68% to 8.70%** – Human-to-human conversation rate for agent-connected calls lasting over 40 seconds.
- **13.28% increase in agent utilization** – Driven by higher human detection accuracy and reduced agent time spent on answering machines and mobile screening systems.
- **8.8x return on investment** – Leverage ratio for every \$1.00 invested in SmartAMD optimization, attributable to the lift in RPCs.

Why TCN's AI?

- **Implement at your own pace** – Customize which tools you use and when, building your AI stack à la carte and paying only for what you use.
- **Minimal IT involvement** – The heavy lifting is already done. TCN's AI was built with both compliance and Operator's integrated infrastructure in mind.
- **Single vendor approval** – Add AI to your toolbelt without adding to your tech debt. TCN's AI lives within the Operator platform, simplifying your vendor stack and approval process.
- **Built for omnichannel communications** – TCN's AI is integrated across every channel, improving how you serve customers across voice, texting and self-service.

Test SmartAMD for yourself and start delivering higher connectivity with the contacts that drive your business.

[Request a demo today.](#)

