

Who answered: a person or a recording?

SipPulse CPA (Call Progress Analysis) listens to the start of every call and tells who answered: a person, voicemail, an IVR, a fax, silence or the phone's own call screening. It comes built into SipPulse SBC, on routes, and into the SipPulse NIVA dialer, on campaigns.

In the SBC

CPA profiles per route

In NIVA

detection in the dialer

While ringing

early media analysis

Active or passive

reject or just flag

THE CHALLENGE

Recordings counted as people

● Lines and agents wasted

An undetected voicemail takes 45 to 120 seconds of call time and, often, an agent.

● A misleading rate

Voicemail, IVRs and announcements answer the call: without detection they count as answered and inflate the campaign rate.

● A list that never cleans

Invalid numbers and permanent voicemail go back to the queue and get dialed again.

THE SOLUTION

How CPA solves it

In the SBC, per route

The CPA profile goes on the route: analysis while ringing, after the answer or both, with a configurable time limit. In Active mode the SBC rejects the recording with a SIP code per result.

Or just flags it

In Passive mode the call always connects and the result travels in the X-CPA header (human, machine, fax, ivr...). Your dialer decides what to do.

In NIVA, per campaign

With automatic answer detection on, the dialer hangs up on the recording at once, marks the contact as Machine and sends it back for retry.

Results in sight

In the SBC, the Analytics CPA tab shows decisions, humans and voicemails by phase and profile. In NIVA, Machine shows in progress, the list, the CSV and the webhook.

DIFFERENTIATORS

Why SipPulse CPA

1 More than voicemail

It recognizes fax, silence, ringback, IVRs, announcements, carrier intercepts and the phone's call screening.

3 Measured on our traffic

In NIVA, the fusion engine gets the class right in about 87% of classifiable answers, deciding in around 3 seconds.

2 Safe for operations

If no detection comes in time, the call connects normally (fail-open); if you prefer otherwise, drop it on failure.

4 A list that cleans itself

NIVA blocks numbers that reach a recording on every attempt, with a written reason and always removable.

WHERE IT IS

The same CPA, in two places

SBC

At the edge, for any dialer

CPA profiles on SBC routes: it serves your current dialer, with no system change.

NIVA

In the NIVA dialer

Automatic answer detection on campaigns, with retry and blocking.

Both

The full operation

The SBC at the edge and NIVA dialing, with CPA results in the reports of each.

FEATURES

What CPA recognizes and does

Results

- Person
- Voicemail and answering machine
- IVR and recorded announcement
- Fax (2100 Hz tone)
- Silence and ringback
- Carrier intercept
- Phone call screening

In the SBC

- CPA profile per route
- Analysis while ringing and after answer
- Active mode: SIP code per result
- Passive mode: X-CPA header
- Time limit per phase
- Fail-open or drop on failure

In NIVA

- Switch per campaign
- Organization default
- Hangs up and retries recordings
- Silent calls recognized
- Automatic number blocking

Engines (NIVA)

- binary: person or machine
- multiclass: type of recording
- fusion: with transcription and AI
- Engine chosen per installation

Reports

- Analytics CPA tab (SBC)
- Decisions by phase and profile
- Machine in progress (NIVA)
- Columns in the list and CSV

Integration

- dialer.attempt.finished webhook
- Configurable X-CPA header
- Works with your dialer
- One suite: SBC and NIVA

TECHNICAL

Specifications

Where it runs	SipPulse SBC (CPA profiles on routes) and SipPulse NIVA (dialer)
Analysis phases	While ringing (early media), after the answer or both
Results	Person, voicemail, IVR, announcement, fax, silence, ringback, intercept, call screening
Action in the SBC	Active (rejects with a SIP code per result) or Passive (X-CPA header)
Action in NIVA	Hangs up, marks Machine, retries and can block the number
Timing	Time limit per phase in the SBC; decision in about 3 s with NIVA's fusion engine
Analysis failure	Fail-open (connects) or drop the call, your choice
Reports	SBC Analytics (CPA tab); progress, list, CSV and webhook in NIVA
Licensing	Together with the SBC or with NIVA

More than 200 carriers trust SipPulse.

See CPA in the SBC and in NIVA, or request your demo.

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