CUSTOMER CASE STUDY JAMBONZ

From a hosted voice-AI platform to jambonz: how Guayaba raised fulfillment by a third

Guayaba runs AI calling campaigns for US consumer-finance businesses, in Spanish and English. In July 2026 it moved its main campaigns from one of the leading hosted voice-AI platforms to jambonz.

COMPANY	USE CASE	LANGUAGES	DATE
Guayaba	Outbound lead qualification and live transfers	Spanish and English	November 2026

+34%
Fulfillments per dial
against the hosted platform

2×
Transfers per live conversation
against the hosted platform

33 → 5%
False interruptions of the agent
with jambonz AI turn-taking

5 days
To move the main campaigns
July 10–15, 2026

01 Why Guayaba moved

Guayaba runs lead-qualification and transfer campaigns for consumer-finance businesses in the US, mostly for the US Hispanic market. Until July 2026 it ran all of its outbound AI calling on one of the leading hosted voice-AI platforms.

> The hosted platform worked, but the behaviours that decide whether an outbound call converts were hard to tune from outside: when the agent yields to the caller, how voicemail is detected, and how a qualified caller is handed to a human. Guayaba wanted to own those decisions and measure them on its own calls.

02 The move

Guayaba moved its main campaigns to jambonz in five days, July 10–15, 2026, and has kept tuning them since. It runs jambonz on its own infrastructure and keeps its campaign logic in its own application, which talks to jambonz over its WebSocket API. jambonz runs every call; Guayaba decides what the agent says and does.

Since September, every campaign runs on the jambonz agent verb, with jambonz's AI turn-taking on every call and voicemail detection tuned for campaigns that mix Spanish and English. Each change was measured on Guayaba's own calls before it was rolled out to every campaign.

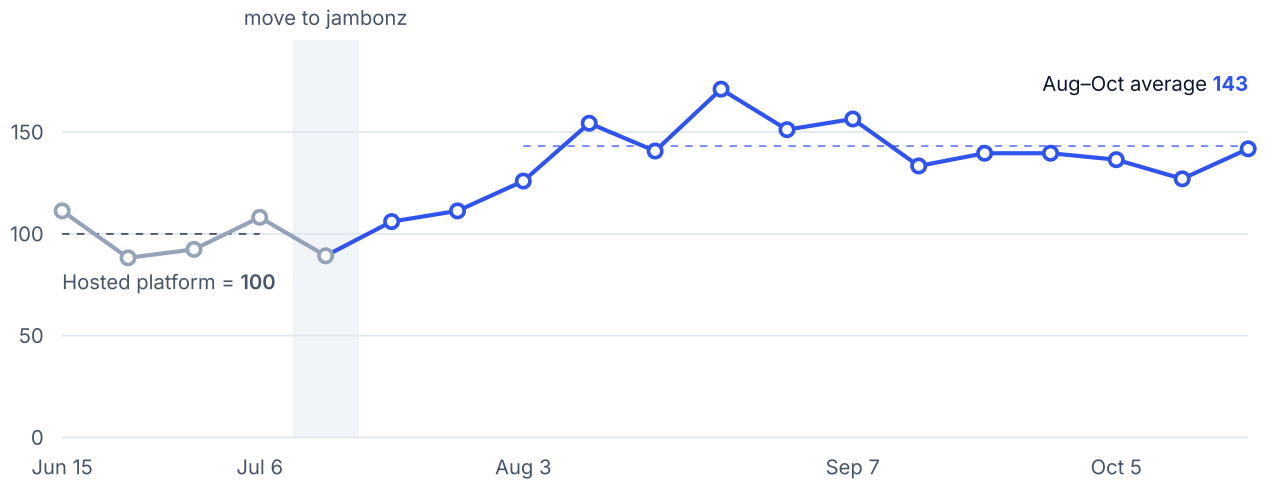
03 Results

Against the hosted platform, Guayaba now gets a third more fulfillments from the same number of dials, and transfers per live conversation have doubled.

Twelve campaigns, five accounts	Change against the hosted platform
Fulfillments per dial	+34%
Transfers per live conversation	2×
Fulfillments per live conversation	2×

Fulfillments per dial have stayed well above the hosted-platform level since August

Twelve campaigns, by week starting Monday (US Eastern), 2026. Index: hosted-platform average = 100



Guayaba call log · weeks of Jun 15 to Oct 19, 2026. The first three weeks after the move ran at the old level while voicemail detection and prompts were tuned. The headline +34% compares the hosted-platform weeks with Oct 16–25.

The per-conversation numbers doubled partly because jambonz now recognises more voicemail and hangs up before the agent speaks. That removes dead calls from the denominator without adding outcomes, so fulfillments per dial is the fairer measure, and it is up a third. The gain varies by campaign and language.

04 Conversation quality

Turn-taking is where callers notice the difference: false interruptions fell from a third of the agent's cuts to about one in twenty once jambonz's AI turn-taking replaced plain voice-activity detection.

Calls that reached a person, same accounts	Before jambonz AI turn-taking Sep 22–29	With jambonz AI turn-taking Oct 20 – Nov 4
Agent cuts caused only by a backchannel or greeting ("uh-huh", "hello")	33.4%	**5.4%**
Agent turns cut at all	18.7%	**14.2%**
Agent replies restarted from the top after a cut	11.3%	**5.6%**
Caller turns that repeat what they just said	0.2%	0.2%

Same accounts and weekday calls in both windows, thousands of conversations each, voicemail menus and IVRs left out; the later window is the system as it runs today. Callers did not repeat themselves more often, so the speech the model ignored did not hurt understanding.

jambonz also hands the turn back to the agent when a caller interrupts and then says nothing. By jambonz's own measurement, caller speech is lost in about 0.1% of sessions, and there has been no dead air after an interruption.

05 Working with jambonz

Most of the gain came from owning the behaviours a hosted platform keeps out of reach, and from a vendor that ships fixes in days.

1. **Budget for tuning, not just migration.** Moving the campaigns took five days. The conversion gains came over the following three months, each change measured on real calls.
2. **Measure by language and by campaign.** What worked for the Spanish campaigns was not what worked for the English ones; an aggregate number would have hidden it.
3. **Work with the jambonz team on your data.** They analysed our recordings, proposed fixes and upgraded our system overnight, often within a day of a report.

Methodology

All figures come from Guayaba's own call log, one row per call in both periods. Days are US Eastern; the Jul 3–4 and Sep 7 holidays are excluded.

- **Scope:** twelve outbound campaigns from five accounts that ran on both platforms.
- **Periods:** before = June 15 to each campaign's move date (3.5–4 weeks); after = October 16–25, 2026.
- **Live conversation:** the call log's classifier says a person answered and the call lasted at least 20 seconds, with the same classifier in both periods.
- **Transfer:** the call ended transferred. **Fulfillment:** the campaign's own success event raised by the AI agent. **Not controlled:** seasonality, lead lists and prompt changes.