



Service Definition Document



Yay.com - Who We Are.....	2
VoIP - How It Works.....	2
VoIP Features.....	3
Feature Add-Ons.....	9
Applications and Devices.....	9

Yay.com – Who We Are

Yay.com provides Cloud-based unified communications to businesses, combining VoIP calling, virtual numbering, instant chat messaging, and SMS.

Services are delivered primarily via proprietary mobile and desktop applications alongside compatible IP handsets, with a small number of users also preferring to use Microsoft Teams applications to make and receive calls over the platform.

VoIP – How It Works

Yay.com gives businesses and organisations the ability to make and receive voice calls from any location, through an Internet connection, including WiFi, 4G/5G cellular networks, using smartphones, desktop devices, or more traditional VoIP deskphones.

Our service uses SIP (Session Initiation Protocol) to initiate and receive calls, and RTP (Real-Time Protocol) to manage the audio traffic of calls. Voice calling is enabled via mobile and desktop applications using WebRTC (Web Real Time Communications).

Voice calls on the Yay.com platform are secured via TLS (Transport Layer Security) and SRTP (Secure Real-Time Protocol) encryption, with voicemails and call recordings captured by the platform being encrypted at rest using Google's AES-256 encryption.

Yay.com's Cloud PBX enables the routing of incoming calls to an appropriate extension, device, or group of phones based on predefined rules, time of day, or the availability of users. While virtual numbering functionality offers the ability to call out via specified, associated local and nationwide business numbers through smartphones, computers, or from any location.

VoIP Features

Call Handling Features	Description
Call Routing & Forwarding	An intuitive call routing interface provides the power to dynamically send calls to different departments, extensions, or devices, via a variety of different rules and call route modules such as interactive call menus, voicemail mailboxes, and more.
Time-Of-Day Routing	Route calls in different ways depending on the day of the week, time of day, or plan for holidays in advance using custom day options. For instance, distribute calls to voicemail outside of office hours, and to a call queue during office hours.
Voicemail / Voicemail to Email	Allow inbound callers or other users to leave voice messages when a call cannot be answered. Mailboxes can be linked to individual users or shared between team members and departments. with the ability to customise greetings, voicemail-to-email recipients and mailbox access.
Voicemail Transcription	Turn audio voicemails into text transcriptions in an instant. Receive text-based transcriptions of voicemail messages sent directly to designated inboxes. Ideal for situations when it's more practical to read voicemail messages rather than listen to them.
Multi-Level IVR Call Menus	Enhance caller experience and improve resolution efficiency with IVR Call Menus. Automate call routing by presenting callers with a menu of options (e.g., "Press 1 for sales, Press 2 for support"). Based on their touchtone keypad input, calls are routed to the appropriate department, hunt group, user, or queue group.
Ring Groups	Distribute calls from single or multiple phone numbers to several users within a ring/hunt group. Create departmental groups and combine these with call routes to create

	multi-line, linear or circular hunt groups to suit your needs.
On-Hold Audio	Create on-hold audio playlists to reflect a brand, company, department or season. Provide phone systems with personality, while improving caller experience, based on the department or user that has been called.
Missed Call Alerts	Receive missed call alerts direct to a designated email inbox to avoid missing out on important calls and opportunities. Send alerts to multiple email addresses in addition to on-app and phone notifications.
Call Screening & Blocking	Screen and block unwanted calls from nuisance or unknown callers, or choose to block a range of phone number prefixes as desired. Control outbound calling based on call destination or estimated costs, using outbound call restriction options.
SIP Trunks	Use our system as a hybrid service to 'trunk' or send calls to an on-premises PBX. An adaptable solution if wanting to continue using existing PBX hardware to make and receive phone calls. If no PBX is owned, our system will handle all call routing natively.
Phone Book Manager	Import existing contacts individually or in bulk to use within our phone system. Provision phone book contacts to designated VoIP phones, softphone apps or on a per user basis. Manage and update contacts globally or one by one.
Dial By Extension	Dial by Extension makes users or groups accessible to external callers who know the specific extension number of the user or group they are trying to reach.
Caller ID Routing	Route calls to specific groups, departments or users based on designated phone numbers or inbound number prefixes.
Call Queueing	Allow calls to be queued in the order in which they arrive, while users from the corresponding Queue Group handle any live calls. Manage

	caller expectation using a range of greetings and audio files such as projected time on hold and queue position notifications. Additional options allow callers to schedule callbacks, exit the queue, or dial an extension for a specific user or group.
Text to Speech	Create audio for voicemail greetings or call route notifications using text inputs. Paste in text scripts and choose from a range of voice languages including British English, American English, Spanish and French to create lifelike audio in minutes.

Call Management Features	Description
Call Logs	With full filtering options, view a complete call history list of inbound, outbound and internal phone calls. Download call data or search by date, phone number, or user extension to get a full overview of call volumes and trends.
Call Recording	Automatically or manually records calls for quality assurance, mediation or training purposes. Recorded files are stored within GCS, secured by AES-256 encryption and only accessible to users with the required permissions, which can be set at an account level.
Call Monitoring	Call monitoring offers the functionality to provide real-time on-call support to colleagues. Listen in to ongoing phone calls while simultaneously offering advice to staff, or choose to jump in on existing calls to aid dispute resolution. Configure permissions based on which team member's calls can be monitored and which team members can monitor calls.
Presence Indication (BLF)	Displays the availability status of users, such as "Available," "Away," or "Do Not Disturb," providing visibility into who is available for calls or

	meetings. This also allows automated rules regarding call routing for those users.
Caller ID Settings	Caller ID displays the calling party's number or name on the recipient's device, helping users identify incoming calls. This also allows users on the platform to select any CLI (Calling Line Identification) their business permits, where the business has completed the required identity, and ownership checks.
Hold, Transfer & Park Functions	Handover calls to colleagues with on-hold, attended and unattended call transfer features. Park calls in virtual waiting rooms and combine with on-hold audio, ready to be picked up by other users on the account when they become available.
Collaboration Features	Description
Conference Bridges	Create virtual conference rooms which can be dialled into by external clients and internal colleagues. Customise with PIN authentication, custom on-hold music, and welcome audio greetings.
Business Instant Messaging	Allowing direct and group messaging to internal contacts. Send messages and files securely via in-app business messaging and allow remote and hybrid staff to collaborate across multiple locations. With granular admin control, access can be configured on a group or individual basis.
SMS	Use in-app SMS to message external contacts, with chats appearing in the 'Chats' section of their apps. Route inbound SMS messages to users or user groups using pre-determined rules. Schedule individual or bulk SMS campaigns to phonebook contacts via the online Dashboard.

Analytics Features	Description
Call Feedback	Grade and rate caller interactions using the call feedback feature. Monitor common post-call feedback and assess the overall mood of caller interactions towards staff and the company.
Wallboard Statistics	A live display of call metrics relating to both inbound and outbound calls, to or from users, groups or queues. Key metrics include call volume, answer rates, agent talk time, and caller wait times.
Scheduled Call Reports	Ad-hoc or scheduled reports that are available as CSV or PDF downloads, or viewable within account Dashboards, covering the same key metrics as Wallboards.
Admin Features	Description
Single Sign-On	Utilise Single Sign-on (SSO) to allow users to securely access the service and apps using a single set of per-user Google Workspace or Microsoft credentials. Integration ensures users don't need to remember multiple login details to access the service.
Roles & Permissions	Greater control and full manageability at every level with fully customisable administrator roles for accounts. Give team members their own credentials to access all areas or just specified sections of the online Dashboard and account.
Workflow Enhancement Features	Description
CRM & App Integration	Combine our phone system with popular CRMs and apps. Gain instant call activity logging with easier access to call recordings and voicemails, sync existing phonebook contacts, and benefit from the speed efficiencies of Click to Dial.

Click To Dial	Instantly turn onscreen phone numbers into clickable links. Make calls in just a single click and streamline contact processes by avoiding the need to manually type or copy-paste phone numbers when outbound calling.
Webhooks	Configure webhooks, also known as web callbacks, to work with existing apps and systems. Use webhook notifications in conjunction with authorisation tokens to trigger real-time actions such as call logging or contact call pop-ups.
Short Code Commands	Create feature shortcuts using bespoke phone keypad codes. Assign actions to short code commands such as call parking, call monitoring and more. Configure quick and handy commands for whenever they're needed most.
Fax To Email	Send and receive fax via email in conjunction with an owned number within an account. Sidestep the need for a bulky on-premises fax machine by combining our service with a dedicated in-account fax number.
Application Programming Interface (API)	Allows integration of our VoIP service into existing web or app offerings via the API. Control all functions from drawing call data to managing phone numbers, with full API documentation available online.
Cloud Storage Sync	Store call recordings in an alternative Cloud storage solution of choice. Pick from Dropbox, Google Drive, Amazon S3 or Microsoft Azure. Connect the Cloud storage solution to our VoIP system to automatically start synching call recordings.

Feature Add-Ons

Feature Add-Ons are available for plans where added functionality is desired.

Add-Ons	Description
12 Month Call Recording Retention	Store call recordings for 12 months instead of 30 days rolling call recording storage that is available on Standard plans.
Advanced Wallboard Analytics	Customise Wallboard layouts for the specific needs of the organisation, in addition to standard Wallboard template layouts.

Applications and Devices

Users can manage calls via VoIP phones, or smartphones and desktop applications.

Apps and Devices	Description
iOS & Android Apps	Operate from anywhere, as one interconnected team, with iOS and Android smartphone apps for calling and messaging. Deploy invites to users and setup in minutes to make and receive calls via WiFi or cellular data connections. iOS App Download Location: https://apps.apple.com/gb/app/yay-com/id1413192435 Android App Download Location: https://play.google.com/store/apps/details?id=com.yay.android_app
Windows, Mac & Linux Apps	Desktop calling via a computer or laptop. Manage calls using the downloadable Yay.com desktop softphone app alongside phonebook and CRM integration options. Desktop App Download Location: https://www.yay.com/app/

Browser Based Phone	Make calls directly from Chrome, Edge or Opera web browsers. Offering the same capabilities as our desktop app, the browser phone is accessible from our online Dashboard and can be used without the need for extra external hardware.
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Browser App Location:<https://yay.app/>

VoIP Phone Compatibility

Our VoIP phone system is compatible with major VoIP phone, headset and analogue telephone adapter (ATA) brands including Yealink, Grandstream, Snom, Jabra and Gigaset. Mix and match devices as needed by business or organisation.
