

OPEN APIS · VOICE & SMS · 2026

Your Software Already Knows When to Ring the Customer

The job is booked. The part landed. The invoice is nine days overdue. Somewhere in your business a system knows all of that, and in most companies it still waits for a human to remember. Open voice and SMS APIs remove the waiting.

The principle is one sentence: if the portal can do it, your code can do it. That covers **voice**, placing calls from your own application, pulling call records, recordings and AI transcripts, and provisioning numbers, users and routing without raising a ticket, and **messaging**, meaning sending SMS from your business number, receiving replies into your systems, and getting delivery status back so you know what landed. On top of that sits an **event stream**: we push a payload to your endpoint the instant a call starts, is answered, is missed, a voicemail arrives, a message comes in, or a transcript is ready, so your systems react instead of polling.

The short version

Your system knows	What usually happens	What should happen
A call came in and nobody answered	It appears in a report on Friday	An SMS goes out in twenty seconds offering a callback
An appointment is tomorrow at 9am	Someone rings around, if they get to it	A reminder goes out automatically, and the customer can reply to reschedule
The part arrived this morning	The customer finds out when they chase	They are told the moment it is scanned in
A new staff member starts Monday	Someone raises a ticket for a phone extension	The extension, number and app login exist before they arrive
A customer is on the phone right now	"Can I take your name?"	Their record is already open when the handset is picked up

■ Also worth knowing

Area	What is reachable
Calls	Originate a call from your application, the basis of click-to-call in a CRM, a web app or an internal tool
Records	Query calls by time, number, user, direction, duration and outcome. Feed a warehouse, build a wallboard, attribute a campaign
Recordings and transcripts	Retrieve audio, and where AI transcription is on, the text and a structured summary
Numbers and users	Order a number, create an extension, add someone to a queue, change where a number points
Messaging	Send from your business number, receive inbound replies, and get delivery status back
Events	Webhooks pushed to your endpoint as things happen, rather than you asking repeatedly

If the portal can do it, your code can do it

Not a read-only reporting endpoint. Not a curated subset. The operations that our own interface performs are the operations available to you, placing calls, pulling records and recordings, retrieving transcripts, ordering numbers, creating users, changing routing, sending and receiving messages. **The test of an open platform is whether you can build something the vendor never anticipated, without asking permission.**

■ Questions the full guide answers

- ☐ What can I do with an open voice and SMS API?
- ☐ What should I build first with a phone API?
- ☐ Why do two-way SMS instead of outbound only?
- ☐ How do webhooks work and what can go wrong?
- ☐ What does it mean to stay in control of your phone platform?
- ☐ Do I need developers to use a phone system API?
- ☐ What Australian rules apply when sending SMS from an API?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit **vocphone.com/about/contact-us**.