

INTEGRATIONS & APIS 2026

1,000+ Phone System Integrations for Australian Business

Every provider advertises a logo wall. Almost nobody explains the difference between a native integration, a webhook, an API call and a Zap, or which one solves the problem you actually have. This does.

The phone is where your customers say what they really think, and in most Australian businesses that data is thrown away the moment the call ends. VOCPhone connects to **1,000+ applications**, but the useful way to think about it is four *methods*, not a thousand logos. **Native integrations** do the things that must happen while the phone is ringing: screen pop, click-to-dial, live two-way sync. **Webhooks** push call events to your systems the instant they occur. **The open REST API** lets you build anything, including against software written in-house. **Zapier, Make and Power Automate** handle the long tail with no code. Pick by timing: during the call means native or webhook; after the call means iPaaS.

The short version

What you want	Method	Speed	Developer needed?
Customer record on screen before you answer	Native	During the ring	✓ No
Click a number in your CRM to dial it	Native	Instant	✓ No
Every call + AI summary on the contact record	Native	Seconds after hang-up	✓ No
Route VIP callers straight to their account manager	Native	During the ring	✓ No
Auto-text anyone whose call you missed	Webhook or iPaaS	Instant to ~1 min	Webhook yes, iPaaS no
Create a task or support ticket after a call	iPaaS	Seconds to ~1 min	✓ No
Live wallboard on the office TV	REST API	Whatever you poll	✗ Yes
Push call data into a warehouse or BI tool	API + webhooks	Near real time	✗ Yes

■ Key points

- Call logging with AI summaries
- Screen pop on inbound
- Missed-call auto-text
- Live calendar booking
- Accounts lookup on the ring
- Marketing attribution
- HR-driven provisioning

Two webhook mistakes worth avoiding

Validate the signature. A webhook endpoint is a public URL; without signature checking, anyone who finds it can inject fake call events into your systems. **Acknowledge first, process second.** Reply immediately and queue the work, endpoints that do their heavy lifting before responding will time out on a busy Monday and silently drop events.

■ Questions the full guide answers

- ☐ When a provider claims 1,000+ integrations, what are they really counting?
- ☐ Why can't Zapier do screen pop?
- ☐ Do I need a developer to connect VOCPhone to my CRM?
- ☐ What is MCP and why should a phone system care about it?
- ☐ Can an integration outage take my phones down?
- ☐ Does integration cost extra on top of the per-user price?
- ☐ Which single integration gives the fastest return?

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.