

TOKA · AI VOICE AGENT

Cut mis-routed calls 36% and answers every call in Spanish, 24/7 — no added headcount

AI voice agent for a high-volume Mexican contact center, deployed by Sophias, a certified Newo partner.



95%

first-contact routing accuracy

40s

time to route a call

112,236

calls handled per month

<3 wks

from signed to live

Customer	Toka
Industry	Financial services — prepaid expense, fuel and benefit cards / payments
Size	120 agents
Region	Mexico · Spanish-language operations
Use case	Inbound AI voice agent — real-time intent detection and IVR routing across 14 departments
Newo products	Newo AI Voice Agent (inbound) + custom analytics dashboard built on Newo · own SIP integration
Deployed by	Sophias — Certified Newo Partner (build, onboarding, ongoing success)

The customer

Toka runs one of Mexico’s larger contact-center operations in the prepaid-card and payments space, fielding high volumes of inbound cardholder calls in Spanish. Because a single caller might be asking about any one of several different card products, getting each call to the right one of 14 departments — quickly and correctly — directly shapes both customer experience and cost to serve.

The challenge

SITUATION

High inbound call volume spread across 14 specialized departments, with callers who don’t always know which one they need.

TRIGGER

Toka opened a competitive evaluation of three AI voice vendors to modernize its IVR.

BARRIER

The alternatives interrogated the caller for 30 seconds or more and still mis-routed — unable to tell a balance inquiry on a commercial fleet card from the same request on a residential benefit card.

Every mis-route means a transfer, a repeated explanation, longer handle time, and a frustrated cardholder.

The solution

Newo’s platform, deployed by certified partner Sophias, replaced the legacy flow with an AI voice agent that captures caller intent in the first few seconds and routes to the correct one of 14 departments. Sophias engineered fast conflict-detection and disambiguation logic on Newo so the agent reliably separates similar-sounding requests across different card products, and locked the agent to Spanish for a consistent experience. A custom analytics dashboard – built on top of Newo for Toka’s specific reporting needs – gives the team call-level visibility the standard tooling didn’t cover.

- ✓

Fast intent capture → shorter calls
- ✓

Disambiguation logic → right department first time
- ✓

Accurate 14-way routing → fewer transfers
- ✓

Custom dashboard → visibility leadership can act on

TIME TO VALUE

Signed to live in under three weeks.

Results & value

METRIC	BEFORE	AFTER	TIMEFRAME
First-contact routing accuracy	65%	95%	2 weeks
Average time to route a call	65 seconds	36 seconds	One month
Mis-routes / transfers	35%	5%	2 weeks
After-hours / coverage	45%	24/7 in Spanish	At launch

QUALITATIVE WINS

Won a head-to-head against two other AI vendors on speed and routing accuracy.

Cardholders reach the right department on the first try, in Spanish, around the clock.

Live and handling production traffic within three weeks of signing.

See it live — watch an agent route a call in 3 minutes.

Book a demo