

# JBIT - VoicemAlte

## Voice-to-CRM automation using AWS Bedrock



### Executive Summary

Cloudar developed VoicemAlte, a voice-driven automation solution that streamlines CRM task creation for sales engineers. After a customer meeting, users simply record a short voice message, which is securely processed through AWS services and automatically transformed into a structured Zoho CRM task.

The solution eliminates manual data entry, increases data quality, and drastically improves sales productivity. With AWS Bedrock at its core, VoicemAlte delivers reliable, scalable AI-powered automation tailored for mobile professionals.

### Customer Challenge

JBIT's sales engineers were struggling with a slow, manual, and error-prone process for creating CRM tasks after customer meetings. Because updates were often delayed until sales engineers returned to their desks, 30–40% of meeting information was lost or forgotten. Task quality varied, follow-up actions lacked context, and productivity suffered due to repetitive manual typing on mobile devices.

Without intervention, the organization risked decreasing sales effectiveness, reducing pipeline visibility, and losing valuable customer intelligence. The inefficiency compounded over time, with each sales engineer losing 2–3 hours weekly on manual CRM updates.

### Why AWS

AWS offered the ideal platform to build a secure, scalable, and cost-efficient voice-to-task automation engine. With Amazon Bedrock providing high-quality, enterprise-grade generative AI capabilities, JBIT could enhance raw transcriptions into structured CRM content.

AWS's serverless portfolio enabled a fully managed backend requiring no infrastructure maintenance. Features such as S3 lifecycle policies, CloudWatch monitoring, and built-in encryption ensured compliance, operational efficiency, and reliability.

### Why JBIT chose Cloudar

Cloudar has extensive experience delivering cloud-native applications and CRM integrations, paired with deep knowledge of serverless architectures and applied AI. The team's strong understanding of both Zoho CRM and AWS Bedrock positioned them uniquely to deliver a seamless, automated workflow.

Customers trust Cloudar's ability to build secure, production-ready environments with measurable business outcomes and minimal operational overhead.

### Partner Solution

VoicemAlte was built as a serverless, AI-powered workflow that automates the entire CRM task creation process.

Sales engineers record short voice notes from a mobile web app, which are securely uploaded to Amazon S3. An AWS Lambda workflow triggers speech-to-text transcription using AssemblyAI and subsequently enhances and structures the content using Amazon Bedrock with Claude models.

The generative AI layer transforms raw transcription into a complete, well-formatted CRM task including title, description, priority, and due date. Lambda then integrates with the Zoho CRM API to automatically create the task.

All API credentials are securely stored in AWS Secrets Manager. AWS Cognito provides authentication, while Amazon CloudFront distributes the frontend. CloudWatch ensures end-to-end monitoring and observability.

### About JBIT



**JBIT is a European technology services company specializing in web hosting, web design, and cost-effective IT automation.**

**JBIT helps SME's optimize and automate their IT processes, so they can focus on their core business.**



Core AWS services include:

- **Amazon Bedrock** for AI content enhancement
- **AWS Lambda** for orchestration
- **Amazon S3** with 7-day lifecycle retention
- **Amazon SQS** for asynchronous reliability
- **AWS Cognito** for secure authentication
- **AWS Secrets Manager** for secure storage, retrieval, and rotation of secrets
- **CloudFront** and **CloudWatch** for performance and monitoring

The result is a fully automated pipeline, delivering sub-2-minute turnaround from voice input to CRM task creation..

### Results and Benefits

VoicemAlte measurably improved productivity, accuracy, and data quality across the sales process:

#### Productivity Gains

- Task entry time reduced from **10–15 minutes** to **~90 seconds**
- **85–90% reduction** in manual effort
- **2–3 hours of weekly time savings** per sales engineer

#### Data Quality Improvements

- AI-enhanced tasks improved clarity, structure, and consistency
- Near-complete capture of meeting insights (virtually no information loss)
- Better pipeline visibility leading to more effective follow-up

#### Reliability & System Performance

- **99.8% uptime** during extended testing
- **98%+ successful task creation rate**
- Transcription accuracy consistently **95%+** in real-world driving conditions

#### Financial Impact

- Annual infrastructure cost: **€1,476–1,976**
- Annual efficiency value: **€8,000–12,000**
- **Savings per task: ~95%**
- **ROI: 400–700% in the first year**, break-even in 2–3 months

#### Next Steps

JBIT plans to extend VoicemAlte with multilingual support, offline recording capabilities, voice-to-email automation, and expanded CRM entity creation such as contacts and deals.

### About Clouadar

We are a team of highly skilled AWS Cloud Architects, offering rock solid solutions for any type of business. We design, build and operate high available and scalable cloud infrastructures based on Amazon Web Services.

Not only are we an AWS Premier Consulting Partner with multiple AWS certifications, competencies & specialties, but we are also an AWS Solution Provider, AWS Managed Service Partner, AWS Well-Architected Partner, AWS Public Sector Partner and ISO/IEC 27001 certified for information security.

