USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

Spark #62

SMARTER CONNECTIONS. BETTER COMMUNICATION.

CATEGORY:
Infrastructure

OBJECTIVE: To modernise USO's communication infrastructure through an IP-based telephone system, improving call clarity, enabling faster connections, and introducing AI-powered features for efficient and seamless communication.



LOCATION & SCOPE	STAKEHOLDERS & FORMAT	NATURE OF THE SPARK
When: Nov 16, 2026 Location: USO House Scope: Telephone system and call management	Who: USO Technical Team and callers Format: IP communication upgrade.	Technology-driven communication enhancement with AI-enabled features and smart call handling.

HIGHLIGHTS & IMPACT

- Upgraded to a modern IP-based telephone system.
- Introduced an AI-voiced welcome message for callers.
- Enabled smart, automatic call routing for faster connections.
- Improved call clarity and the overall communication experience.
- Initiated Call Log Analytics development and Voice AI model training using call recordings.
- Laid the foundation for intelligent voice assistance and smart call management.
- Reinforced USO's commitment to adopting technology for efficient, future-ready operations.

ENDURING VALUE

The upgrade reflects USO's commitment to innovation while building on its 75-year legacy. By strengthening communication systems and adopting new technologies, USO continues to create a connected and efficient organisational environment.

"Strong communication systems are the foundation of connected and efficient organisations."