aircall

Brand Book

2020 EDITION

This brand book is intended to voice our brand.

You will find here the foundations of our brand. As everything we do, these elements were defined collaboratively, with our customers in mind.

DECEMBER 2020

BRAND@AIRCALL.IO

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Aircall's mission

Empower every professional to have richer conversations.

There is so much value in voice. Aircall helps businesses maintain and benefit from that authentic human connection.

Olivier Pailhès
CEO & Co-Founder, Aircall

Aircall's story

Aircall is on a mission to revolutionize the phone system for business.

Leveraging newly available VoIP technology, Aircall launched in 2015 to tackle a new market: making company phone systems available with a fraction of a setup time of regular land line systems. Starting with sales and support teams, Aircall built a team and product to reach explosive growth.

The team, based in Paris, New York, Sidney, Madrid and across the world, paved the way towards a better business phoning experience and are taking on more challenges to make Aircall a first-in-class solution for any and all company telecommunications.

Aircall's timeline

2014

Aircall founders attend 500 Startups accelerator program in San Francisco.

2015

Aircall is created at efounders startup studio in Paris.

2016

Aircall announces Series A with $8 million from Balderton Capital, FoundersClub and FJ Labs.

2017

Aircall opens NYC office and grows from 30 employees to 100.

2018

Aircall raises $29M Series B with Draper Esprit, NextWorld Capital, Newfund.

2020

Aircall announces Series C with DTCP, Swisscom and Adam Street.

WHAT WE DO

We provide a flexible, integrated voice platform.

We create a powerful and intuitive voice platform for businesses that integrates with existing tools — such as CRM, helpdesk, and sales software.

We also provide insights & dashboards to monitor voice activity. This helps our customers make smarter business decisions.

The value of our system is grounded in its seamless design and usability.

Aircall allows teams to focus on their clients, not the tool — we're in charge of this for them.

HOW WE DO IT

By ensuring all relevant data and insights are easily accessible to the operator, so they can focus on their customer.

We’re building a smart tool that provides all relevant information about the client’s case and displays it in an effortless way.

The main goal is for the teams, and especially sales & customer care, to increase their productivity by not having to navigate multiple tools to gather information.

Who’s calling? What’s their interaction history? What’s their delivery status? Representatives will have immediate knowledge of this information, and the caller will never have to repeat themselves.

THE REASON WHY

Aircall exists to empower every professional to have richer conversations.

At Aircall, we strongly believe that we can improve professional interactions by strengthening ties between people.

We want our customers' customers to feel recognized, valued, and comfortable during business conversations. Communication technology is not an end-in-itself, but merely a means to foster stronger human connections.

Aircall's culture is based on relationships, and this extends to the way we do business as well. We understand that sales and customer care teams are challenged daily on their ability to form great relationships. Our product makes their lives easier by allowing them to give their undivided attention to their customer relationships.

OUR MISSION

To transform routine conversations into memorable moments.

Mani

festo

You know that feeling, when you're suddenly
in sync with the person you're talking to?

That spark when two minds meet
and you're tuned into the same wavelength.

The sense of relief when it all clicks,
when someone just gets you.

When small talk has a big impact...
These are the memorable moments that stay with us,
These are the person-to-person moments that matter.
That's why Aircall has created a place that makes it possible
with ease and accessibility.

Aircall is a business phone solution that provides you with all
the right information at your fingertips.

Say goodbye to crossed wires and frustrating responses.
Say hello to real, meaningful, human interactions.

aircall **The Power of Conversation**

Brand values

Sharing common values builds bridges between strangers.

Our values define who we are and who we want to be. They influence our current actions and future goals.

Aircall is fresh, caring, intuitive, and reliable.

There’s something genuinely amazing happening at Aircall: it’s a company guided by outstanding human values.

And it shows at each level of the organization, from Human Resources’ deep concern for well-being, to the Sales team’s hunger for success while nurturing their clients.

We challenge each other together to provide our customers with an amazing experience, and we’re eager to show how much we care for them.

BRAND VALUE 01

Fresh

Aircall is innovative by essence, and we’re ahead of the digital transformation. By providing a modern tool to our customers, we're helping them learn new ways to work. Making workflows smoother and more collaborative are the first steps of this transition.

PROOFS

- Aircall challenges the status quo. We don’t settle for “good”, and we accept change when better solutions are discovered.

- *Aircall’s startup mentality and tech-first approach was something we recognized. And we understand the ‘no is not an answer’ mindset!*

  — Adyen

BRAND VALUE 02

Caring

We bring empathy to the business world, because we genuinely care about each other. We prove it by giving our undivided attention to our colleagues and customers. We don’t know what tomorrow will look like, but we believe that we can rise to the challenge if we work on it together.

PROOFS

- Our Customer Care teams respond to customer requests as soon as possible, within a half-hour.

- Our Sales have a “0 information loss” policy, where no client should repeat themselves from the first email to the onboarding process.

BRAND VALUE 03

Intuitive

Our goal is that Aircall is easy to understand and use. Telecoms is a very technical and specialized space. We need to communicate specifically and accurately while remaining accessible to newcomers. Our product is powerful but also easy to navigate, and we are proud of this.

PROOFS

- No technical skills are required to set up Aircall. Customers can create numbers in 100+ countries and begin onboarding the same day.

- *“The thing about Aircall is you click it, it syncs, it works.”*

  — Social Bakers

BRAND VALUE 04

Reliable

Our service requires flawless reliability and predictable behavior. Our customers need to be sure that it will work at scale, and that they won't lose any crucial call. Our infrastructure architecture focuses on providing premium quality calls.

PROOFS

- Our system has an uptime of 99.99%. We test our voice clarity by PESQ (Perceptual Evaluation of Speech Quality) standard — a worldwide applied industry standard for objective voice quality testing. We rely on dedicated servers to ensure scalability of our clients.

- *"Aircall works perfectly both for my sales and support teams. The Aircall integration with Salesforce can create tasks or cases, which is exactly what we needed."*

  — Data Dwell

Tone of voice

Words mean more than what is set down on paper. It takes the human voice to infuse them with shades of deeper meaning.

Maya Angelou
Poet

Our tone of voice embodies our values, and lets the world know our convictions.

When speaking on behalf of Aircall, we need to make sure that we deliver the right content, which includes using the appropriate words.

The way that we speak needs to reflect our brand values at all times.
How do they translate to the world?

Complementary document:

Tone of Voice – 2020

TONE OF VOICE

Fresh

New, aligned or slightly ahead of our peers, but not childish.

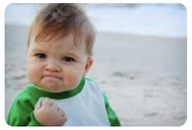
Our product is disruptive, but our voice doesn't need to be over-excited. We stay calm while bringing our differences into the corporate world. We're not fashionable: our freshness is timeless and doesn't need gimmicks to exist.

DO:

- *"We're thrilled to announce that Simon, who joined Aircall in 2017 as SDR, has been promoted to sales onboarding manager! He showed a daring & bold vision toward his work, and carved out this new and important position at Aircall over the past three years: aligning sales teams around common values, knowledge & processes. Aircall grows and our Aircallees grow with us 🔥🚀"*

DON'T

- *"WOOP WOOOOOOP!!!! 🚀🚀🚀🚀🚀*
  Simon Garfunkel, who joined Aircall in 2017 as SDR in Mickael's team, will now take care of our sales onboarding program! 🔥🔥🔥🔥🔥"



TONE OF VOICE

Caring

Considering others' well-being, time, and feelings without coming across as patronizing.

Our product brings the right amount of personalization for any professional to hold meaningful conversations. Similarly, we show that we care through our communications. However, we don’t stand for fake enthusiasm. We’re actively looking for solutions to help our customers and employees to thrive.

DO

- “Hi Allison - We're so sorry to hear about your experience with Aircall and appreciate the thoughtful feedback. This issue has been escalated, and we'd like to make things right. If you don't mind DMing us, someone from our team will reach out. Have a good day, The Aircall Team”

DON’T

- “*Dear Allison, we hope you’re having a good day 🤗 We’re beyond sorry to hear that you’ve experienced a bug 😖😖😖*
  Please send an email to support@aircall.io to follow up.”

TONE OF VOICE

Intuitive

Easy to understand and relate to, without being shallow.

The best way to appear intuitive and engaging is to make sure that any professional, regardless of their position or seniority, can understand our content. Be specific and accurate, get to the point, but avoid acronyms (unless on specific technical touchpoints). Don't assume that everyone is a telco expert. We're aiming to speak preferably in our customer's native language. We don't over complicate our topics as we aim to bring clarity into a complex world.

DO

- *"Calls go better when all the right info is tied together in the cloud. Integrate Aircall with your CRM systems, helpdesk solutions, and the essential apps you need."*

DON'T

- *"Calls made easy + fully integrated voice in CRM + SFDC. PBX focused with a soft phone as an add-on. Easy admin setup. Developed specifically for sales & support. Entirely supported in a web browser."*

TONE OF VOICE

Reliable

Keeping our promises
and being rational,
but not boring.

Our service requires strong reliability and predictable behaviour. This doesn't mean our voice has to be monotonous. Being reliable is being where you're expected. In other words, it's all about delivering the right content at the right time for the right audience, should the content be an ebook, or an employee birthday video on Instagram. To prove our reliability, be as specific as possible, use figures and facts as much as you can when communicating for Aircall.

DO

- *"Click-to-dial empowers sales teams to ditch manual dialing, maximize output, and decrease the time from research to outreach. Plus, call tagging makes it easy to organize campaigns and set the right follow-ups."*
- *"99,95% uptime"*

DON'T

- *"Click-to-dial saves time for the sales team, and reduces the research time to outreach. Call tagging helps the organization to manage their workflow better."*
- *"Almost 100% uptime"*

Design philosophy

Design is the silent ambassador of your brand.

Paul Rand
Designer

Our designs should reflect our solid knowledge of our market space, and showcase our innovative position.

With these design rules, we’re showing how to craft our identity in terms of colors, fonts, illustrations, photos. Our audience should recognize the sum of these elements as specific to Aircall — an innovative, unique brand that we love.

Complementary document:

Design Guidelines - 2020

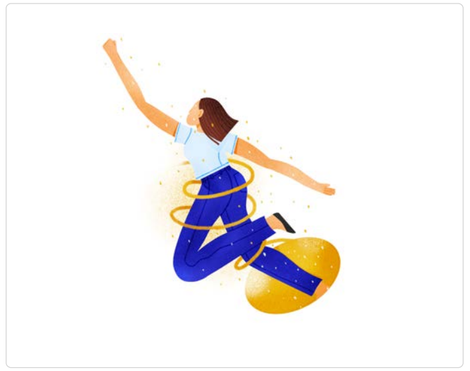
DESIGN PHILOSOPHY 01

Being fresh in a corporate world

We want to be relevant in our natural space: the dynamic ecosystem of new technologies, all while embracing modern visual language that resonates most with our target audience. Aircall isn’t a traditional startup. We add an air of freshness to our product and our company in the way we approach B2B communications.

We strive to do so with minimal, impactful compositions full of striking accents that evoke positive emotions. Paired with an accessible, legible typography set and crafted, intuitive UI of the product, our design culture aims to bring a sense of calm-reliability that is reinforced by our energy to elevate the power of voice.

DO



DON’T

DESIGN PHILOSOPHY 02

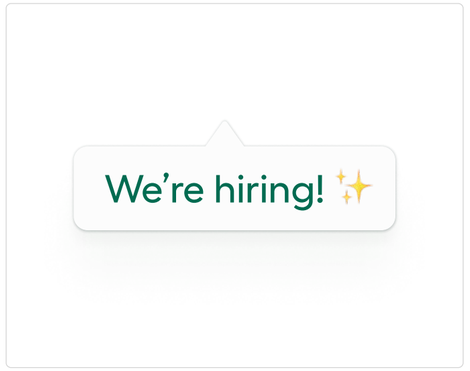
Consistency is design's way of being reliable

Our product aims to be reliable, and we reflect this quality in our designs as well. We talk to our global and diverse audience in unique ways, and we make sure our core values are reinforced by a solid, established brand.

Being rooted in the tech ecosystem means our beliefs and ambitions need to be strong and displayed with consistency across all touchpoints. This is why our logos, fonts, colors and style act as a common language across different media and markets.

That being said, consistency doesn't mean we have to reproduce our work: remember our first rule.

DO



DON'T

DESIGN PHILOSOPHY 03

Our unique angle in a highly competitive market

Our market space is dense and competitive — there are many companies of all sizes and varying needs. We proudly believe our approach and product stands out from the crowd. We thrive by bringing our core values to life: fresh, caring, reliable and intuitive. Our brand is complete when each of these elements is represented in the correct, elegant proportions — in a way that helps us stand out from the crowd. Our uniqueness will show through the combination of branded assets (see Design Guide document for more information).

DO

DON'T

DESIGN PHILOSOPHY 04

A brand is made of what the brand says, and what others create from it.

We’re a platform for business conversations in the digital age. This means we have many partners and third-party integrations displaying our assets: we aim to guide them and help them display our brand within their individual contexts the best we can.

We want to make sure everyone talking about Aircall has access to the templates, assets, and tools they need to give voice to our brand. We see our design system as an agile, flexible standard that can evolve and adapt in our fast-paced environment.

DO:

- Use our official assets rather than outdated ones
- Refer to the brand platform as much as possible to have clear guidance
- Feel free to reach out! brand@aircall.io

Talk soon!

Feel free to reach out
for further information
brand@aircall.io