

NetX SmartLink

Two-Way Voice-First Communication Across Care, Hospitality and Housing

Your residents, guests and users deserve simple, secure and direct communication.

NetX Smartlink transforms each Amazon Echo Show device into a dedicated communication hub. Residents, staff and family members can connect effortlessly. No phones, landlines or technical knowledge required. Built on Britannic's market-leading NetX platform and delivered in partnership with Vocala, the solution brings voice engagement, telephony integration and contextual routing together in a single, scalable communication environment. It is intuitive, easy to manage and suitable for care homes, social housing, hotels and holiday parks.

85%

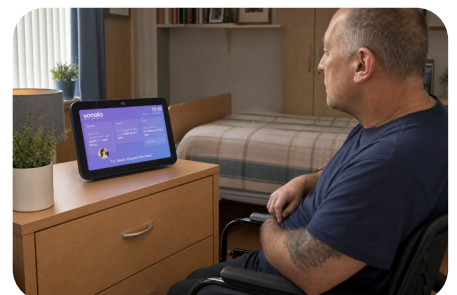
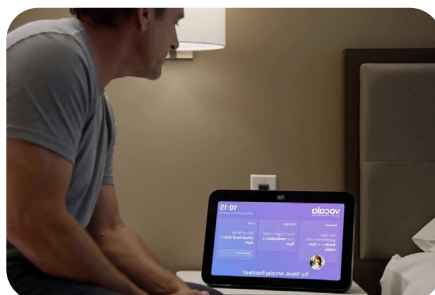
of research reported that voice assistant devices made a direct contribution to reducing loneliness or improving feelings of social connectedness.

62%

of guests prefer voice control for in-room functions, showing strong demand for voice-enabled services in hospitality.

44%

of households with new social housing lettings include at least one person with a physical disability, underscoring the scale of accessibility and communication needs.



Getting Started With NetX SmartLink

Step 1: Deploy Alexa Devices

Installed across care homes, supported living, hotels or holiday parks and centrally managed.

Step 4: Convert Voice To SIP

Alexa WebRTC sessions are converted into SIP via NetX for delivery into contact centres.

Step 2: Assign Unique Numbers

Each Alexa device is assigned a unique UK DDI for secure, identifiable and traceable calls.

Step 5: Attach Context Metadata

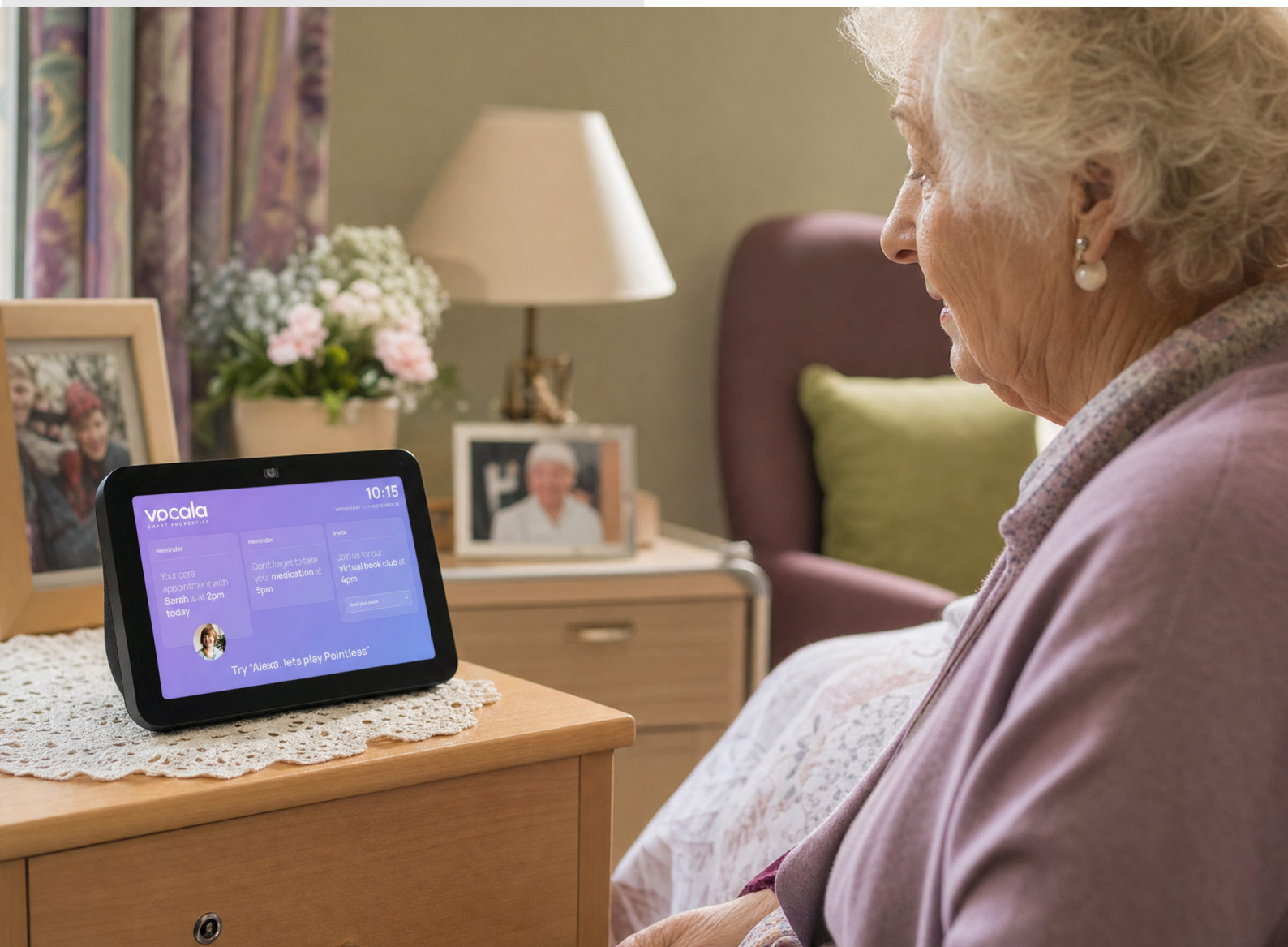
Resident, property and location identifiers are added to enable accurate routing and handling.

Step 3: Voice Initiates Call

Residents or guests simply speak to the device to request assistance without extra hardware.

Step 6: Enable Two-Way Calls

Contact centres or approved contacts can reach devices directly, supporting CRM integration if needed.



What NetX SmartLink Brings To You

Boosts Resident & Guest Independence



Enables users to request assistance or information on their own, reducing reliance on staff and enhancing daily autonomy and dignity.

Delivers Faster, More Effective Support



Staff and support teams can respond immediately with the context they need, reducing delays and improving confidence in the service.

Reduces Operational Strain



Automated communication and reminders lower administrative workloads, freeing staff to focus on meaningful care or guest interactions.

Enhances Safety & Compliance



Every interaction is controlled, traceable, and auditable, protecting residents, guests and staff while meeting regulatory requirements.

Prevents Isolation & Disengagement



Proactive welfare checks, notifications, and structured communications help maintain social connection, wellbeing and engagement.

Improves Accuracy of Support



Requests and calls are directed to the right team or individual, minimising errors and ensuring users get the help they need efficiently.

Supports Consistent Quality at Scale



Organisations can expand across multiple properties without compromising the user experience, staff oversight or operational standards.

Transforms the Overall Experience



Natural voice interaction creates intuitive, stress-free communication that improves satisfaction and confidence for residents, guests and staff.

Delivers Measurable Operational Insights



Centralised reporting and analytics provide staff and management with actionable data, enabling informed decision-making and continuous improvement across all sites.

Features	Description
Voice-First Calling	Alexa Echo Show device connects through NetX using secure SIP, enabling reliable two-way voice communication.
Dedicated Direct Dial	Each device receives a unique UK number, ensuring calls are traceable, secure and approved.
Just Ask Alexa	Residents and guests can make and receive calls simply by speaking, without phones, apps, or additional hardware.
Family Direct Dial	Family members can call loved ones directly on the device, just like dialling a standard phone.
Scheme Manager Calls	Staff can call individual residents or broadcast messages across an entire scheme simultaneously.
Contextual Call Routing	Resident, property and location identifiers are attached for accurate routing and workflow integration
Contact Centre & ARC Integration	Fully compatible with SIP-based contact centres and alarm receiving centres for seamless handling.
Optional CTI Connectivity	Enables click-to-dial, automatic CRM screen-pop and structured case management workflows.
User-Based Licensing	Licensed per user, per month, allowing predictable and scalable deployments.
Automated Daily Routines	Voice prompts schedule personalised activities, reminders and medication to support independence.
Medication Alerts	Sends voice reminders to keep residents on track with prescriptions.
Entertainment Access	Provides radio, audiobooks, quizzes and games via voice commands to reduce isolation and engage users.
Proactive Welfare Alerts	Sensors detect deviations in routines and automatically notify staff before issues escalate.
Broadcast & Digital Signage	Centralised announcements and visual messages can reach individuals or entire schemes instantly.
Reporting and Analytics	Central dashboard enables updates, configuration, monitoring, and provides actionable insights on usage and calls.

NetX SmartLink vs Consumer Alexa

Feature	NetX SmartLink	Consumer Alexa
Device Management	Centrally managed by organisation	Resident manages own device
Registration	No personal Amazon account required	Requires personal Amazon account
Branding & Skills	Organisation controls fully	Individual only
Shopping & Personal Content	Disabled by default	Enabled by default
Privacy & Safeguarding	Organisationally controlled, enhanced privacy	Individual only
Reporting & Analytics	Full reporting and insights via NetX	None
Suitable for Care or Hospitality	Purpose-built and proven	Not suitable
Dedicatied Phone Numbers	Each device has a unique UK DDI	Not available
Two-Way Calling	Supported for staff, family, and residents	Only standard Alexa calling
Contextual Routing	Call metadata (resident, location) used for accurate routing	None
Scheduling & Reminders	Centralised, automated routines and alerts	Individual setup only
Security & Compliance	Meets enterprise security standards and multi-factor authentication	Meets enterprise security standards and multi-factor authentication

Why Organisations Choose NetX SmartLink



- Enhances independence and engagement for users.
- Reduces isolation and improves wellbeing.
- Streamlines staff workload and operations.
- Strengthens connections between residents, guests & families.
- Lowers operational costs and resource usage.
- Improves safety and early intervention outcomes.
- Minimises environmental impact across properties and sites.

Talk to the solutions people.

Britannic are an award-winning specialist in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach has helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce cost.

Book A Demo With One Of Our Specialists Today!