Agora Unveils Next-Generation AI Agent-Based Telephone Survey Solution at Smart Tech Korea

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Seoul, South Korea (June 16, 2026) - Agora (NASDAQ: API), a global leader in real-time business communication platforms, announced that it has developed a next-generation AI agent-based telephone survey solution, powered by Voice AI agents that conduct automated telephone interviews, to lead the digital transformation of the research industry, in conjunction with Smart Tech Korea, the nation's largest tech business exhibition. The solution leverages Agora's Voice AI agent technology to conduct automated telephone surveys while maintaining the standardization and reliability required for professional research.

This marks an unusual move for Agora, which has previously focused on Platform-as-a-Service (PaaS) offerings based on Real-Time Communication (RTC) technology, by introducing a customized solution tailored to the sophisticated needs of a specific industry sector. This solution was developed specifically for the public opinion and market research sectors, which demand a high degree of reliability and objectivity.

Simply Upload a Questionnaire and Let AI Do the Heavy Lifting—Boosting Efficiency Through Template-Based Management

The AI survey solution developed by Agora uses Voice AI agents to conduct automated telephone surveys while maximizing the convenience of research operations. When users upload questionnaires, guidelines, and FAQs in Hangul (Word) file format to the system, the AI analyzes them and automatically generates prompts tailored to the survey's objectives.

Additionally, standardized templates can be saved and reused for each ongoing survey (campaign) without the need to set up new agents each time, dramatically reducing the workload for marketing and research professionals.

Standardization at the Core of Research: Consistent Question Delivery and Structured Data Collection

Existing AI voice interview solutions have been criticized for compromising the objectivity of survey results due to variations in accents and the nuance of questions depending on the agent.

In contrast, Agora's solution never arbitrarily alters the survey's original questions. It only flexibly adjusts filler words to maintain a natural flow of conversation while ensuring that core questions are delivered identically to all respondents, thereby strictly maintaining survey standardization.

Natural Conversation and Confirmation Interactions

Instead of making arbitrary assumptions about ambiguous answers, the system goes through a reconfirmation process and uses standardized confirmation prompts to prevent incorrect responses.

Sophisticated Skip Logic Support

It accurately handles complex conditional branching, skipping to the next question or changing the survey path based on respondents' answers (e.g., gender, age, etc.).

Data Structuring

Collected responses are automatically mapped to question codes (Q1, Q2, etc.)—single-choice answers as integer values and multiple-choice answers as binary values (0 or 1)—and immediately provided in raw-data format.

Built for Scale: Supporting Up to 30,000 Concurrent Calls with Reduced Latency

Currently, this solution runs on OpenAI's latest large language model (LLM), GPT-4o, and has already demonstrated stable performance with 300 concurrent calls during the pilot phase. Designed to support up to 30,000 concurrent connections upon full commercial launch, it offers exceptional scalability, enabling the completion of large-scale opinion polls in just two hours.

Agora is also concurrently working on enhancements to reduce response latency, a key concern in the research field. Once a dedicated domestic production server is established, latency is expected to be reduced by approximately one second or more compared to the current staging environment. Additionally, the company is continuing optimization tests using various models, such as GPT-4o mini, to find the optimal balance between accuracy and speed.

Don Lim, General Manager of Agora Korea, *stated, "This AI agent survey solution was developed with a focus on sophisticated logic and standardization, to the extent that it can even replace political opinion polls, which require strict protocols." He added, "Starting with Smart Tech Korea, we plan to strengthen cooperation with industry stakeholders and explore commercialization through API and SaaS business models that can be easily adopted by organizations of all sizes in the future."*

About Agora

Agora (NASDAQ: API) is redefining Human-AI (H2AI) and Human-Human (H2H) interactions as the global leader in Real-Time Engagement (RTE). Agora provides developers with simple, flexible, and powerful APIs alongside no-code deployment tools to rapidly embed real-time conversational AI, voice, video, interactive live streaming, and chat into applications and on IoT devices. Headquartered in Santa Clara, CA, Agora is trusted by over 5800 organizations worldwide to power best-in-class digital experiences across all industries.