Twilio Unveils Next-Generation Customer Engagement Platform Built for an AI and Data-Powered World at SIGNAL 2025

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Twilio's platform will serve as the infrastructure layer for every customer interaction

Innovations across communications, data, and AI unlock new levels of personalization, security, compliance, productivity, and ROI for Twilio's more than 335,000 active customer accounts and more than 10 million developers

SAN FRANCISCO--(BUSINESS WIRE)--May 14, 2025-- Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, kicked off its user conference, SIGNAL, with a preview of its next generation platform – optimized for seamless customer engagement in an AI- and data-powered world. The company also announced enhanced Customer Data Platform (CDP) capabilities and significant Communications Platform as a Service (CPaaS) updates, including new conversational AI tools, trusted communications channels, and intelligent compliance solutions.

Today's announcements underscore Twilio's vision: ensuring that every digital interaction between businesses and consumers is amazing.

"We are facing the end of customer experience as we know it, and Twilio's heritage in CPaaS, CDP, and AI-powered capabilities has positioned us well for a new era of customer engagement," said Khozema Shipchandler, Chief Executive Officer at Twilio. *"To be successful, every business needs the right infrastructure: communications channels to connect with customers, contextual data to understand them, and the ability to accelerate it all with AI in a way that's powerful, flexible, and trustworthy."*

An Interconnected Platform for an AI- and Data-Powered World

With rising expectations of AI, consumers are expecting more intelligent systems that can handle tasks on their behalf – before, during, and after they've made a purchase or used a service. While many businesses are embracing AI-enabled features, the lack of connected data and systems makes it hard for them to deliver the experience consumers expect. To address the need of businesses navigating this evolving landscape, Twilio is building a flexible platform that can orchestrate across businesses' existing tech stacks and serve as an infrastructure layer for every step of the customer journey.

Twilio's interoperable and interconnected platform of the future will be optimized for communications that lead to customer engagement and action by seamlessly incorporating omnichannel communications (voice, SMS, RCS, email, OTT, and video), authentication and identity, intelligent automation, predictive insights, and a unified profile API that incorporates contextual Segment CDP data.

"Twilio, a leader in the Omdia Universe: Customer Engagement Platforms 2025[1]*, continues to set the pace in the customer engagement space with a platform built for the AI-powered future,"* said Mila D'Antonio, Principal Analyst at Omdia. *"By unifying communications, data, and intelligence in a single, scalable ecosystem, Twilio is delivering on the promise of personalized, trusted, and outcome-driven customer experiences. An experience platform designed from the ground up for an agentic world not only reinforces Twilio's leadership; it also reflects its commitment to solving real customer challenges with innovation that's both practical and visionary."*

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[1] Twilio's CEP is named a leader in The Omdia Universe: Customer Engagement Platforms, 2025 report. Dec 20, 2024. Mila D'Antonio.

Building Better Customer Experiences with Conversational AI

Twilio provides the infrastructure behind the most advanced conversational AI experiences on any channel – removing the complexity to deploy, and delivering streamlined options for businesses to augment their customer engagements at their own speed and at every level of AI maturity. Twilio offers a flexible, modular, and interoperable platform that supports multiple AI ecosystems and features native LLM integrations for speed and efficiency.

Today, Twilio announced conversational AI updates, including:

- **ConversationRelay** (General Availability): A conversational AI capability that enables developers to create robust natural voice AI agents using their choice of LLM. Twilio seamlessly integrates real-time streaming, the latest speech recognition technology, interruption handling, and expressive, human-like voices, allowing developers to create advanced agentic applications more quickly, and with less overhead.
- **Conversational Intelligence** (General Availability for Voice and Private Beta for Messaging): An expansion of Twilio's Voice Intelligence, Conversational Intelligence analyzes voice calls and text-based conversations, converting them into structured data and insights that improve customer experiences and operational efficiency, at scale.

Expanding Trusted Communications Channels, Regional Data, and Global Compliance

To establish trust and make every customer engagement matter, businesses need to communicate with customers across their preferred channels, with compliance. To help businesses build deeper customer engagement across the latest communication channels, Twilio today announced plans to bring:

- **Rich Communication Services (RCS)** to General Availability in the coming months;

- **WhatsApp Business Calling** to General Availability later this year;
- **Compliance Toolkit** (Public Beta in the coming weeks): This new feature enables businesses to reduce operational overhead and helps ensure Telephone Consumer Protection Act (TCPA) compliance for messaging and voice communications.

The company is also investing in regionalization of customer data for businesses with customers across the globe. Today's announcements include:

- **Data Residency for Email (EU)** (General Availability in July);
- **Data Residency for SMS (EU)** (Private Beta in the second half of 2025).

Unlocking Personalization: A Rich Data Orchestration Layer for Real-Time Insights and Action

Twilio's flexible and extensible Segment CDP provides businesses with freedom and flexibility, and is the first to incorporate a rich data orchestration layer that delivers more precise, scalable, and context-rich personalization based on real-time intent signals.

Today, Twilio announced major updates to Segment CDP, including a fully redesigned Journeys architecture inside of Twilio Engage with a number of new features that unlock highly personalized, real–time transactional customer journeys for businesses. New Public Beta features include:

- **Event-Triggered Journeys:** dynamically manage the state of a customer's "cart" without tying up a business's engineering resources;
- **Rich contextual payloads:** combine information from triggered events and warehouse data, giving businesses all of the relevant information to personalize experiences;
- **Strengthened observability and scalability:** make it easier for customers to visualize exactly what is going on in a journey;
- **Improved extensibility with native Twilio SendGrid and Twilio SMS integrations:** build on Segment CDP's best in class destinations.

Segment also announced two new preferred partners, Amplitude, a leading digital analytics platform, and Attribution App, the multi-touch marketing attribution solution. As preferred Segment partners, Amplitude and Attribution App will be recommended offerings in their respective software categories and will actively co-sell with Twilio Segment's sales teams.

About Twilio SIGNAL San Francisco 2025

Twilio SIGNAL, held May 14-15 in San Francisco, brings together developers, business leaders, innovators, and builders of all types from industry-leading companies for two days of networking and hands-on learning across a variety of customer engagement topics.

This year's speakers include executives from leading brands such as Clear, Best Buy, Rocket, and Vineyard Vines. The conference will also feature a pre-recorded, virtual fireside chat with Microsoft Chairman and Chief Executive Officer, Satya Nadella, as well as more than 50 breakout sessions and training opportunities with Twilio experts and customers.

At the event, the company also announced the launch of the 2025 AI Startup Searchlight Awards – an awards program that celebrates builders who are illuminating the future of communications and customer engagement with emerging technologies – and honored winners of its first annual Excellence in Engagement Awards.

Twilio SIGNAL keynotes will be available on-demand following the event at signal.twilio.com.

Customer Quotes

"ConversationRelay has been instrumental in helping us bring Kora, our AI voice assistant, to life. Twilio's real-time voice infrastructure, combined with our own data and AI, allows us to simplify the financial experience and meet patients with the same level of care, personalization, and empathy they'd expect from a live agent—at scale."– Dugan Winkie, VP, Head of Commercial Strategy at Cedar

"Being named a Twilio AI Startup Searchlight honoree has super-charged Goodcall's credibility, turning recognition into real revenue growth and an even faster innovation cadence. Twilio's feature-rich, rock-solid platform is the backbone that lets our Voice AI delight customers at scale while we push the boundaries of what conversational automation can do. I'm excited to join the SIGNAL stage to share our journey and inspire developers to build the next wave of voice-first experiences." – Bob Summers, founder and CEO of Goodcall AI

About Twilio

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers. For more information about Twilio (NYSE: TWLO), visit: www.twilio.com.

Forward-Looking Statements

This press release contains forward-looking statements, including, but not limited to, statements regarding Twilio's expectations regarding the capabilities of our platform and solutions and future availability.

You should not rely upon forward-looking statements as predictions of future events, the outcome of which are subject to known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to differ materially from those described in the forward-looking statements, including those more fully described in our most recent filings with the Securities and Exchange Commission.

Forward-looking statements represent our beliefs and assumptions only as of the date such statements are made and we undertake no obligation to update any forward-looking statements, except as required by law.

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