



# Call'em

*Forward your calls  
to your clones*

The logo for 'Eleven Labs' is contained within a white square. It features three vertical bars of varying heights to the left of the text 'Eleven' stacked above 'Labs', all in a bold, black, sans-serif font.

Eleven  
Labs

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Team: trying twilio

28-30 July 2023

Lablab.ai: ElevenLabs AI Hackathon

One customer is looking to  
buy your \$100 product

**You were busy talking to another customer  
and lost the opportunity :(**

Sometimes a five-minute call could be worth  
more than you ever imagined

# Hire a virtual assistant? \$999 is 1000 5-minute calls with **Call'em**

For hiring a VA this is just a “Start at”, but for **Call'em** we can get more efficient

You can **hire a VA** with less budget. For example, virtual assistant services at Wishup start at just \$**999**/month. You don't need to invest in office space and equipment. This saves operational costs.

<https://www.wishup.co/blog/hire-a-virtual-assistant-for-call-answering/>

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# What & Why Call'em

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Let's get to know us

# Call'em is a **second you**, for receiving phone calls

We want it to be more than simply a **Twilio webhook** connected to **ChatGPT**. We want to provide the same experience as talking to you, not a robotic virtual assistant.

# Customize Your Personal Information



no-reply.callem@qu... Yesterday  
to me ▾



The recipient is Quatton, a human assistant, who is chatting with David. David is a lottery announcer who calls people to inform them about their winnings. The recipient expresses excitement about potentially winning the lottery. The recipient also asks if David has had any big winners, to which David mentions a recent winner of \$50 million. The recipient then apologizes for misunderstanding David's role and asks how long he has been announcing lottery winnings.

Caller's info

My name is David. I call people to announce when they with the lottery

UPDATE

Callee's info

Quatton is going to receive a large sum of money, because he bought a lottery worth \$50 million dollars.

UPDATE AND SEE WHAT HAPPENS ☞

This information belongs to ME. Try writing "I have an appointment at 3pm July 31st" I will be awared of the it during the call. This is to show how customizable this service is.

## E-mail the call summary



02 -

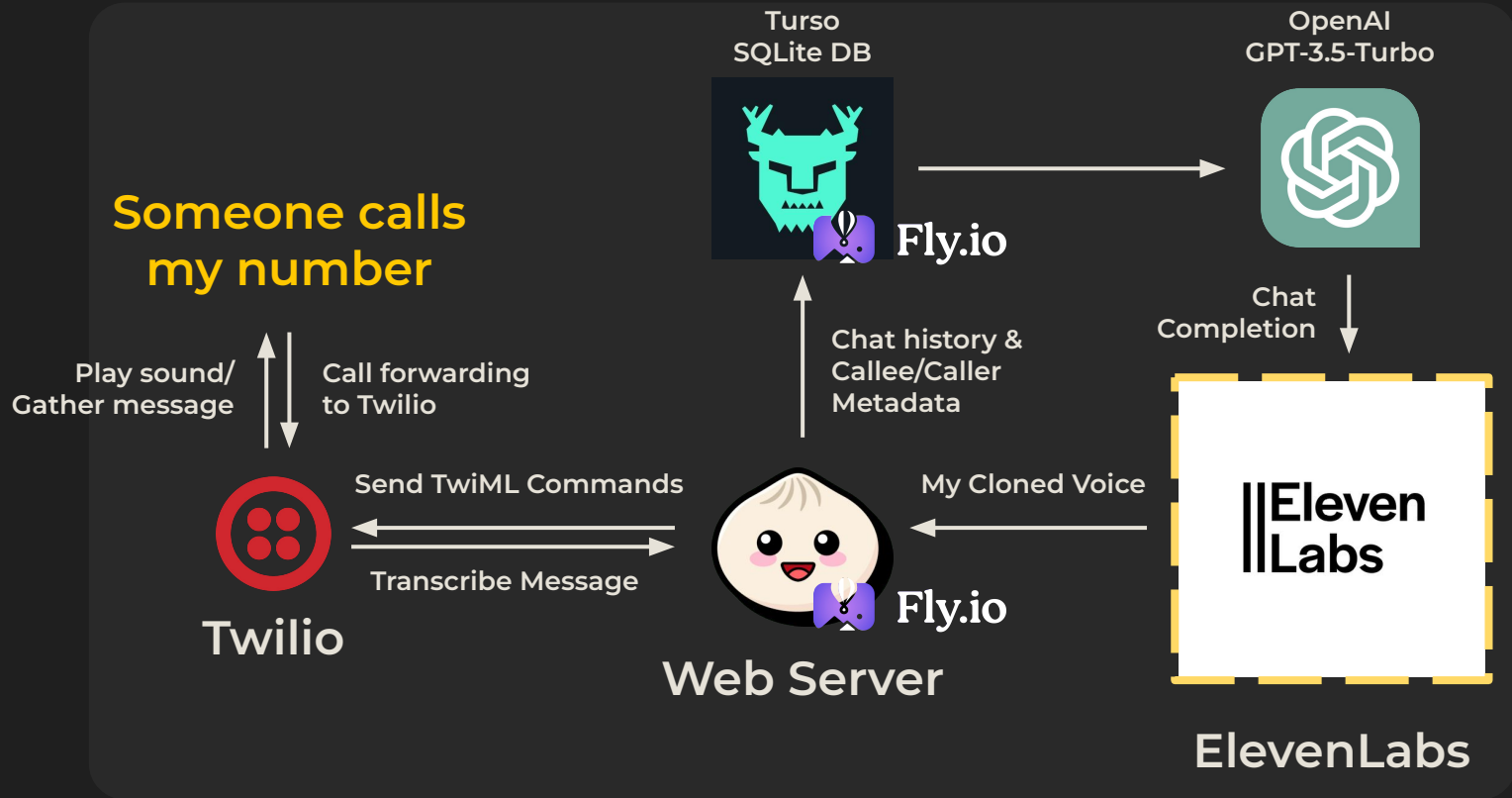
# Technology Stack

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How does Memoiz work?



# How **Call'em** works




03 -

Demo

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User's interface

A young man with dark, wavy hair is smiling broadly, showing his teeth. He is wearing a light-colored shirt. The background is a bright, white wall with a large, black and white geometric pattern of triangles and rectangles. A black rectangular box is visible in the upper left corner.

yeah, that's pretty cool.

04 -

# Next Steps

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What Call'em will do

# What Call'em WILL do

## Connect to Memoiz 🧠

Memoiz is another product associated with long-term memory for AI we're working with.

## Flowchart your calls

Expecting a call and wants to deal with it by a pre-built logic? If this, else that. Hang up here. Forward the call there. Easy.

## Make Outbound Calls

Call'em to make reservations/cancel your subscription/etc.

## CRM Tool

Integrate or build your own Customer Relationship Management system here

## Send a text message... to a call?

Implement a WebSocket connection and you can **monitor and interrupt** the conversation in real-time.

## Redirect the call to human

After talking to the bot for a while, you can filter out the important calls and direct it to yourself.

05 -

# Business Plan

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Monetization on the platform

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# Outsourced Call-center?

Region	Outsourced Call Center Pricing (per hour)
The United States/Canada	\$20-30
Western Europe	\$40+
Eastern Europe	\$12-25
Australia	\$35-55
Africa/Middle East	\$15-20
Latin America	\$8-18
Asia/Philippines	\$8-14
India	\$6-10

In certain regions, outsourcing call centers is relatively cheap. However, you don't own their resources (*hence, "outsourcing"*)

- You cannot **pay for only what you use**
  - Two 1-minute calls or 12 5-minute calls, it's \$8/hr
- This is merely the workforce cost
  - What about handling CRM?
  - The toll-free phone call cost?
  - Infrastructure, software and hardware?

Your **\$0.2/min** at **Call'em** includes **everything**.

Standby for a full hour, but got two 1-min calls? That's \$0.4.

Want to handle 12 non-stop 5 minute calls? That's \$12.

<https://cloudtask.com/blog/how-much-does-it-cost-to-outsource-a-call-center>

# Cost Breakdown (~\$1/5-min call)

Let's assume a 5-minute call, containing 15 completions with ~100-200 characters on average  
(ElevenLabs Creator Plan is \$22. Assume we don't have to pay that but 100000 characters are at \$0.30/1k rate)

Twilio	ElevenLabs	ChatGPT
<b>Programmable Voice Pricing</b>	<b>Creator Plan</b>	<b>GPT-3.5-Turbo</b>
<ul style="list-style-type: none"><li>~\$0.02 per min</li></ul>	<ul style="list-style-type: none"><li>100,000 characters per month included</li><li>\$0.30 per 1000 characters</li><li>~1500-3000 characters</li></ul>	<ul style="list-style-type: none"><li>Is relatively very cheap.</li><li>Over 500 minutes worth of calls I test this weekend and it costed merely \$0.20</li></ul>
<ul style="list-style-type: none"><li>~\$0.10</li></ul>	<ul style="list-style-type: none"><li>~\$0.45 - \$0.90</li></ul>	<ul style="list-style-type: none"><li>&lt;\$0.0005</li></ul>

# How to scale

Rate this page: ☆☆☆☆☆

## IncomingPhoneNumber resource

An **IncomingPhoneNumber** instance resource represents a Twilio phone number provisioned from Twilio, ported or hosted to Twilio.

The IncomingPhoneNumbers list resource represents an account's Twilio phone numbers. You can POST to the list resource to [provision a new Twilio number](#). To find a new number to provision use the subresources of the [AvailablePhoneNumbers](#) resource.

You can transfer phone numbers between two Twilio accounts if you're using [subaccounts](#). For details, see [Exchanging Numbers Between Subaccounts](#).

### Provision a Phone Number

NODE.JS PYTHON C# JAVA GO PHP RUBY TWILIO-CLI CURL 4.X

```
1 // Download the helper library from https://www.twilio.com/docs/node/
2 // Find your Account SID and Auth Token at twilio.com/console
3 // and set the environment variables. See http://twil.io/secure
4 const accountSid = process.env.TWILIO_ACCOUNT_SID;
5 const authToken = process.env.TWILIO_AUTH_TOKEN;
6 const client = require('twilio')(accountSid, authToken);
7
8 client.incomingPhoneNumbers
9   .create({phoneNumber: '+15017122661'})
10  .then(incoming_phone_number => console.log(incoming_phone_number));
```

NEXT SAMPLE

EXAMPLE JSON RESPONSE

```
1 {
2   "account_sid": "ACXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",
3   "address_requirements": "none",
4   "address_sid": "ADXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",
5   "api_version": "2010-04-01",
6   "beta": false,
7   "capabilities": {
8     "voice": true,
9     "sms": false,
```

Twilio offers a Phone Number Provision Service via REST API.

We can ask to “white-label” this and let the user forward their phone calls to their own purchased number (Have to read TOS for that first)

Since you can buy a number almost everywhere, deployment on **Fly.io** is basically creating more machines in 30+ regions.

# ElevenLabs limitation

**Creator**

For content creators seeking compelling narration for their content.

**\$22**/mo

[Cancel Subscription](#)

**What's included**

- ✓ Long-Form Speech Synthesis - Commercial License Included
- ✓ 100,000 characters per month included (~2hr of generated audio)
- ✓ Additional usage-based characters at \$0.30 per 1000 characters
- ✓ Create up to 30 custom voices
- ✓ Access to Instant Voice Cloning

**Enterprise**

For businesses that require a custom plan tailored to their needs.

**Let's talk**

[Contact Us](#)

**What's included**

- ✓ Custom quotas for Speech Synthesis and VoiceLab
- ✓ Volume based discounts
- ✓ Professional voices
- ✓ Priority rendering queue
- ✓ Highest quality of speech
- ✓ Priority access to features
- ✓ Enterprise-level SLAs


For the Creator Plan, you can only create up to 30 custom voices.

This might not look scalable at first, but we could ask for a custom quote and limit cloning voices to needed users only.

**Twilio** also offers a built-in multilingual text-to-speech by Amazon Polly and that covers most use cases without having to clone your voices.

# Thanks!

For inquiry

 @quatonbud

Demo: <https://callem.fly.dev/>

\*Fly.io often returns 502 when connecting to an outbound service. **This is a known error, but still without solution.**

Until I am able to fix it, please don't spam call me.

It's \$0.02 per call even if our application errored.

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