Call'em -

Forward <u>your</u> calls to <u>your</u> clones

Team: <u>trying twilio</u>

28-30 July 2023

Lablab.ai: ElevenLabs AI Hackathon

Eleven Labs

new native group

NEXTGRID

lab lab ai

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

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

E-mail the call summary

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.
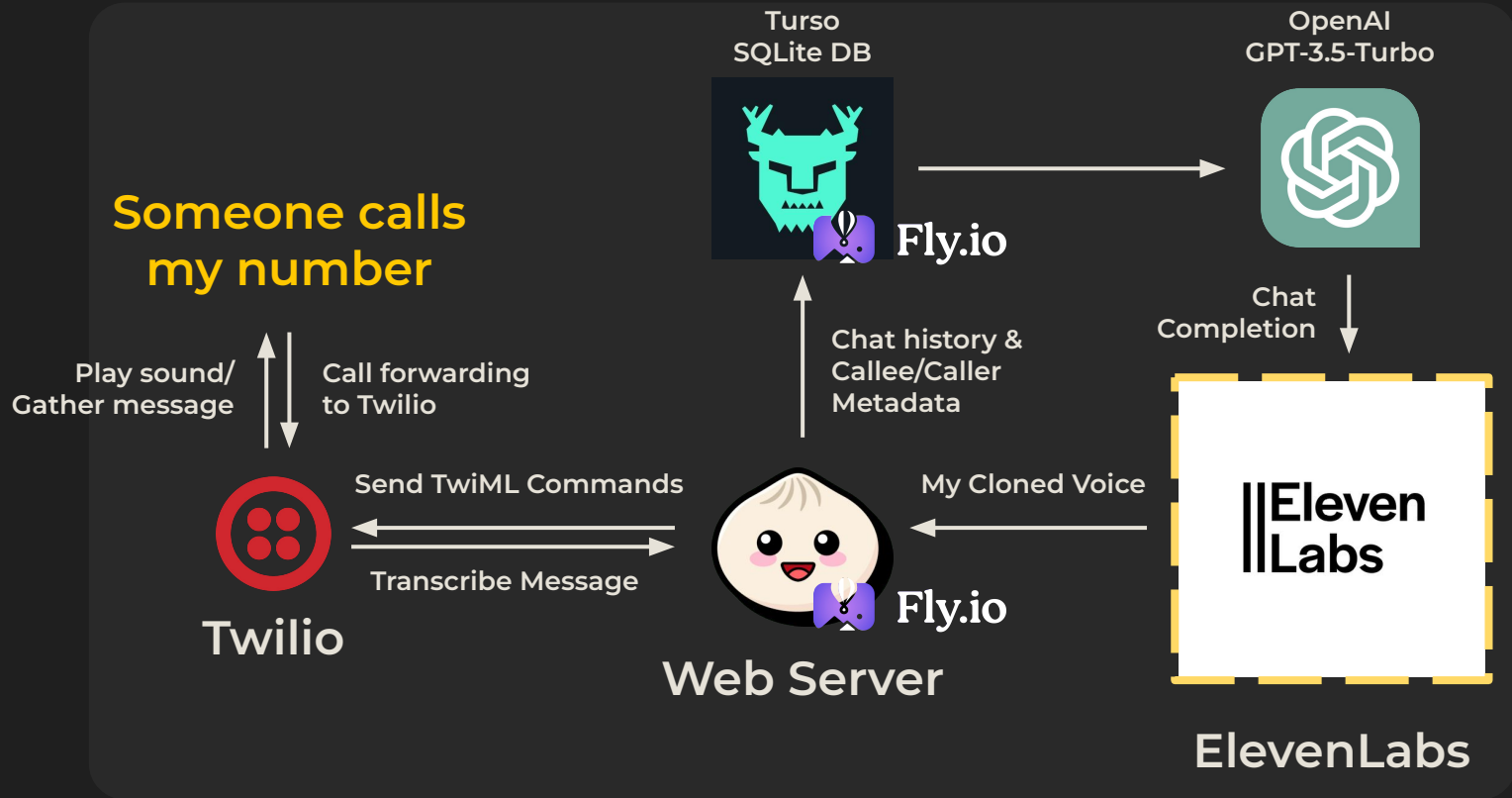
no-reply.callem@qu... Yesterday

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.

02 -

Technology Stack

How does Memoiz work?

How Call'em works

Turso
SQLite DB

OpenAI
GPT-3.5-Turbo

Fly.io

**Someone calls
my number**

Chat history &
Callee/Caller
Metadata

Chat
Completion

Play sound/
Gather message

Call forwarding
to Twilio

Send TwiML Commands

My Cloned Voice

Transcribe Message

Twilio

Web Server

Fly.io

ElevenLabs

03 -

Demo

User's interface

yeah, that's pretty cool.

04 -

Next Steps

What **Call'em** will do

What Call'em <u>WILL</u> 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

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
Programmable Voice Pricing	**Creator Plan**	**GPT-3.5-Turbo**
• ~$0.02 per min	• 100,000 characters per month included • $0.30 per 1000 characters • ~1500-3000 characters	• Is relatively very cheap. • Over 500 minutes worth of calls I test this weekend and it costed merely $0.20
• ~$0.10	• ~$0.45 - $0.90	<$0.0005

How to scale

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.

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Thanks!

For inquiry

🐦 @quattonbud
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.