

# XCALLY MOTION

## Cally Square



### Create IVR Projects using Cally Square

Auto-attendant, Customer Satisfaction Surveys, Call back, Voicebots, Agent Management tools, IVR outbound and automatic campaigns. These are just some examples of what you can build with our Cally Square IVR Designer

Furthermore Cally Square is integrated with TSS and ASR technologies like iSpeech, Google, AWS Polly, Lumenvox and Tilde. You can create various speech-enabled services and improve customer experience!

It is very easy to create response applications using the various blocks including among the others:

- Callback, Dial, Internal Dial
- Play audio, Play TTS
- Speech Recognition
- Get Digit
- Options menu
- Message Record
- SMS/Email Send
- DB integration



## Overview

Cally Square is a drag and drop IVR designer which provides useful tools to create and manage IVR applications for your Asterisk based telephony system.

The working area is divided into two main sections:  
A tool palette where you can choose the IVR building blocks (mainly Asterisk key applications and more specific Cally Square value added applications) a preview area where you can navigate the whole design map of the IVR project. Then design area where you can drag and drop the blocks from the tool palette



## ➤ Designer

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The Cally Square IVR designer tool is easy-to-use: you just need to choose the available blocks and functions and combine them in the web interface via drag and drop. We provide also some examples you can edit and customize according to your needs.

Below you can find some example of blocks:

### Call Back

Invite the customer to leave the queue, thus the call center will call him/her back in a lighter traffic period.



### Get Digits

Prompt the user to insert a series of digits and set a variable with the inserted digits value..



### Send Mail and SMS

Send a message to a specified email address or phone number.



### System

Execute an external command or script.



## ➤ Projects in Cally Square

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A project is an IVR (Interactive Voice Response) flow that allows callers to interact with your telephony system, retrieve/insert data from/to a database and routes calls to the destination required. You can find the Projects section under Cally Square menu.

After the project is created, you find the project in the list of projects. You can view the project details or edit the project to access to the Design Area, where you can build your IVR structure using the Cally Square blocks.

### Quality



The Visual Drag and Drop designer provides benefits in terms of quality, speed and debug for your Asterisk IVR.

### Pays off



Pricing models are simple and cost effective. Cally Square is provided according to 4 main plans:  
**Monthly:** pay for the months you need  
**Annual:** SAVE money paying per year!  
**Lifetime:** perpetual license pay per each IVR channel

### It Works



Cally Square is designed to be scalable, robust and Asterisk independent