

# **Outbound Voice IVR Guide**



WE MAKE COMMUNICATIONS HAPPEN

## Introduction

Voice calls, both inbound and outbound, can supercharge your customer engagement toolkit, allowing you to personalize interactive voice response (IVR) systems for use cases such as customer support, lead generation, reminders and confirmations, as well as one-time password (OTP) voice verification. Voice calls give you an immediate response, whereas people may delay reading SMSes. Depending on the country, voice calls may be more cost-effective than SMS. Also for landlines, SMS is not an option. Through a combination of voice prompts and digit collection (DTMF), as well as integration of text-to-speech (TTS) or your own audio files, Mitto makes it easy to set up your voice communications to positively reflect your brand, generate leads, and keep customers loyal.

## Example Voice Marketing Use Cases & How-To's

### HOW TO SET UP OUTBOUND VOICE IVR FOR LEAD GENERATION

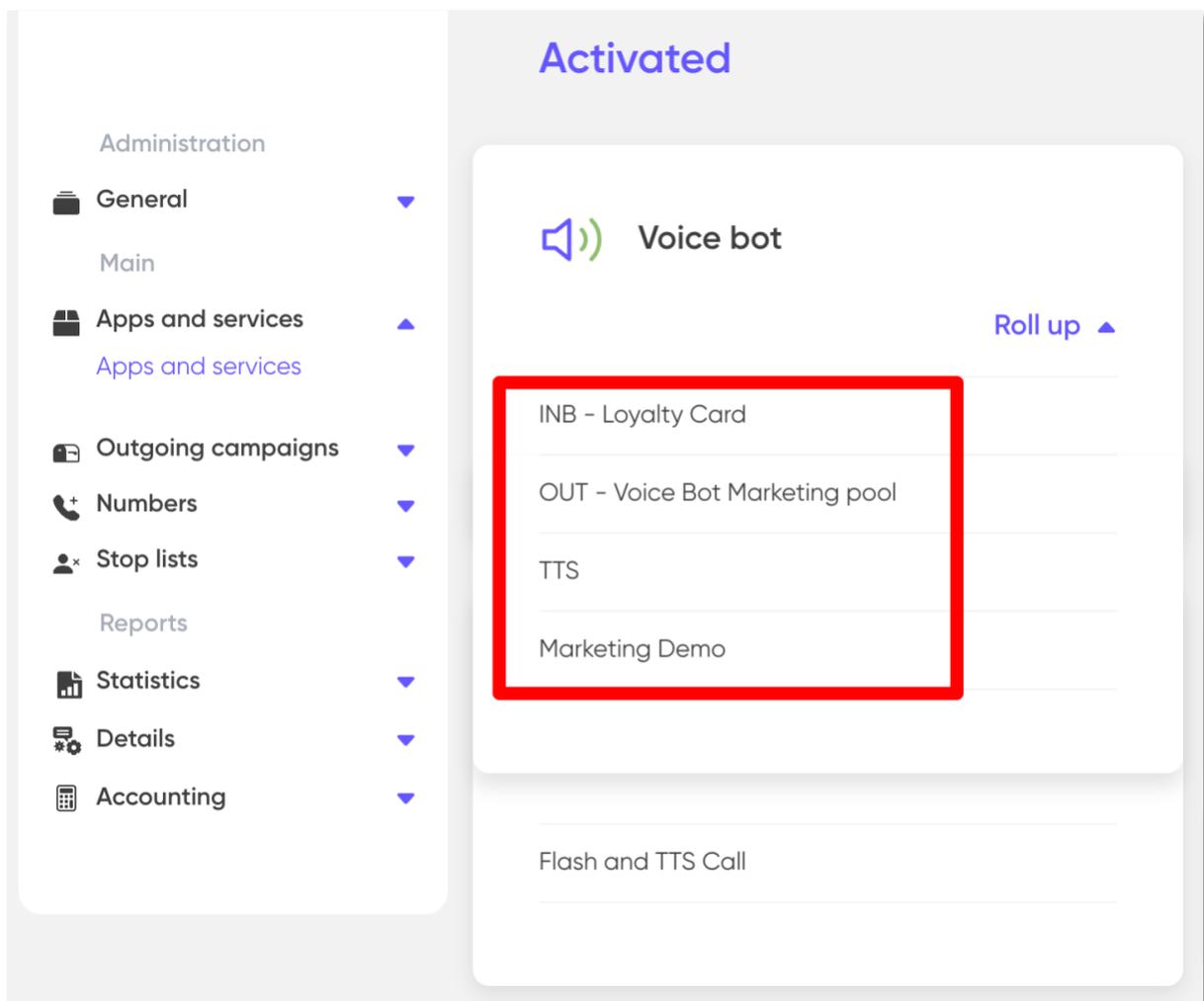
Outbound voice calls can draw in new leads in a cost-effective way, while making it easy to measure response while abiding by privacy regulations. An example scenario would be an outbound call where a potential customer answers and your company tells them about your new product or service.

### OUTBOUND VOICE CALL FOR LEAD GENERATION USE CASE: SCENARIO

- Outbound call is made by your company and answered by potential customer
- IVR text-to-speech (TTS) message plays announcing your new product or service
- Message plays to pre-qualify lead - for example, if potential customer is interested in learning more, press 1. Customer can press 2 to hear your privacy policy, or press 3 to opt out (call will hang up)
- Upon pressing or saying 1, a TTS message plays informing customer about your product. Customer can then press 1 to transfer to a representative to learn more about product
- Upon pressing or saying 2, customer receives a TTS message stating your privacy policy
- Upon pressing or saying 3, customer can opt-out. They will be put on a stop list and call will hang up
- Calls/responses are tracked to determine impact

## OUTBOUND VOICE LEAD GENERATION USE CASE: STEPS & SCREENSHOTS

1. Go to Mitto Voice Platform Scenario Builder at <https://cpaas.mittoapi.net/>, log in with your Mitto account, and click the “Voice bot” section under Activated. Scenario Builder is used to create scenarios for incoming and outgoing calls in a visual, drag-and-drop format. (If you need a login, please contact your Mitto account manager, or to order a connection that will show as Activated, click “Order Connection” for Mass Outgoing Calls). Once Outbound is provisioned, you can click on the outbound app created for you to get to the Scenario Builder page with an **Outgoing Call block** at the top. You will need to use a dedicated number, or a pool of numbers, to send an outbound campaign.
2. Click into any existing scenario within which you will see an “+Add” button. You can create a new outbound call scenario for this use case by clicking the “+Add” button and giving it a relevant name. Then Save. This will create a new scenario and you will see the Scenario Builder page with an **Outgoing Call block** at the top.



## Outgoing scenario DEMO BOT OUTBOUND of the app OUT - Voice Bot Marketing pool

Name:  \*

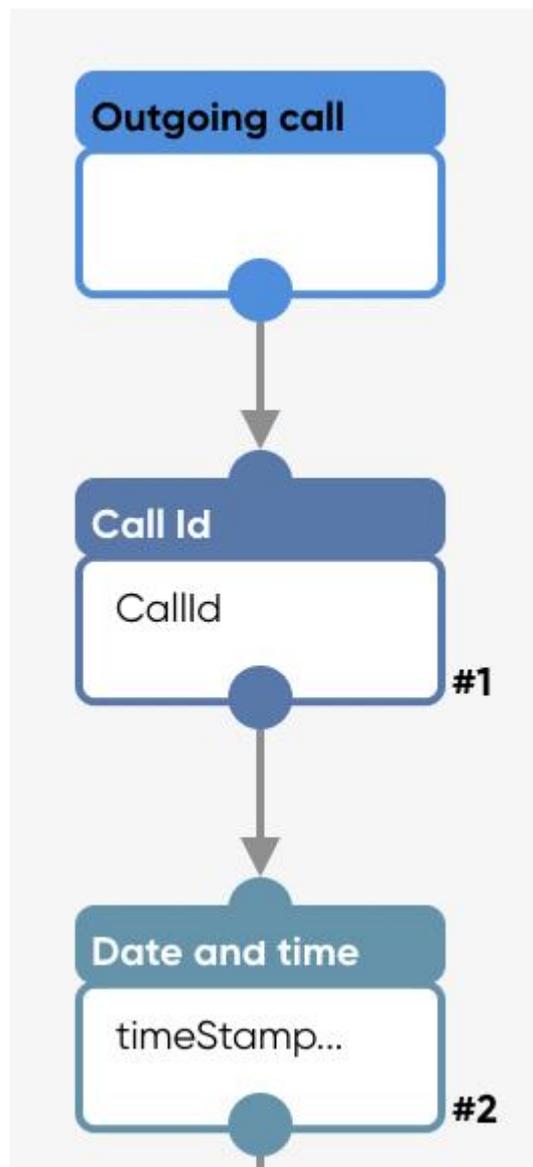
Comment:

Algorithm

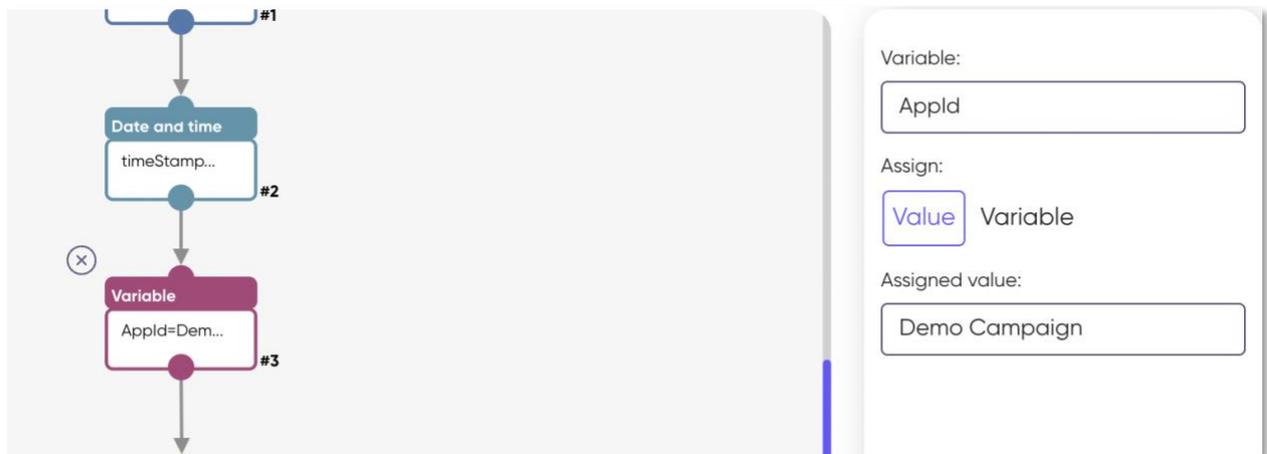
Player IVR

Outgoing call

3. Now we will set up the variables for your calls. First drag out the **CallID** and **Date and Time** blocks and connect them under the **Outgoing Call** block. To connect two blocks, drag your mouse from the lower circle of one block to the upper circle of another block.



Then to set up your own variable, drag out a **Variable block**. In the block settings Variable field, name it Appld and add Demo Campaign or whatever name you'd like in the Assigned Value field.

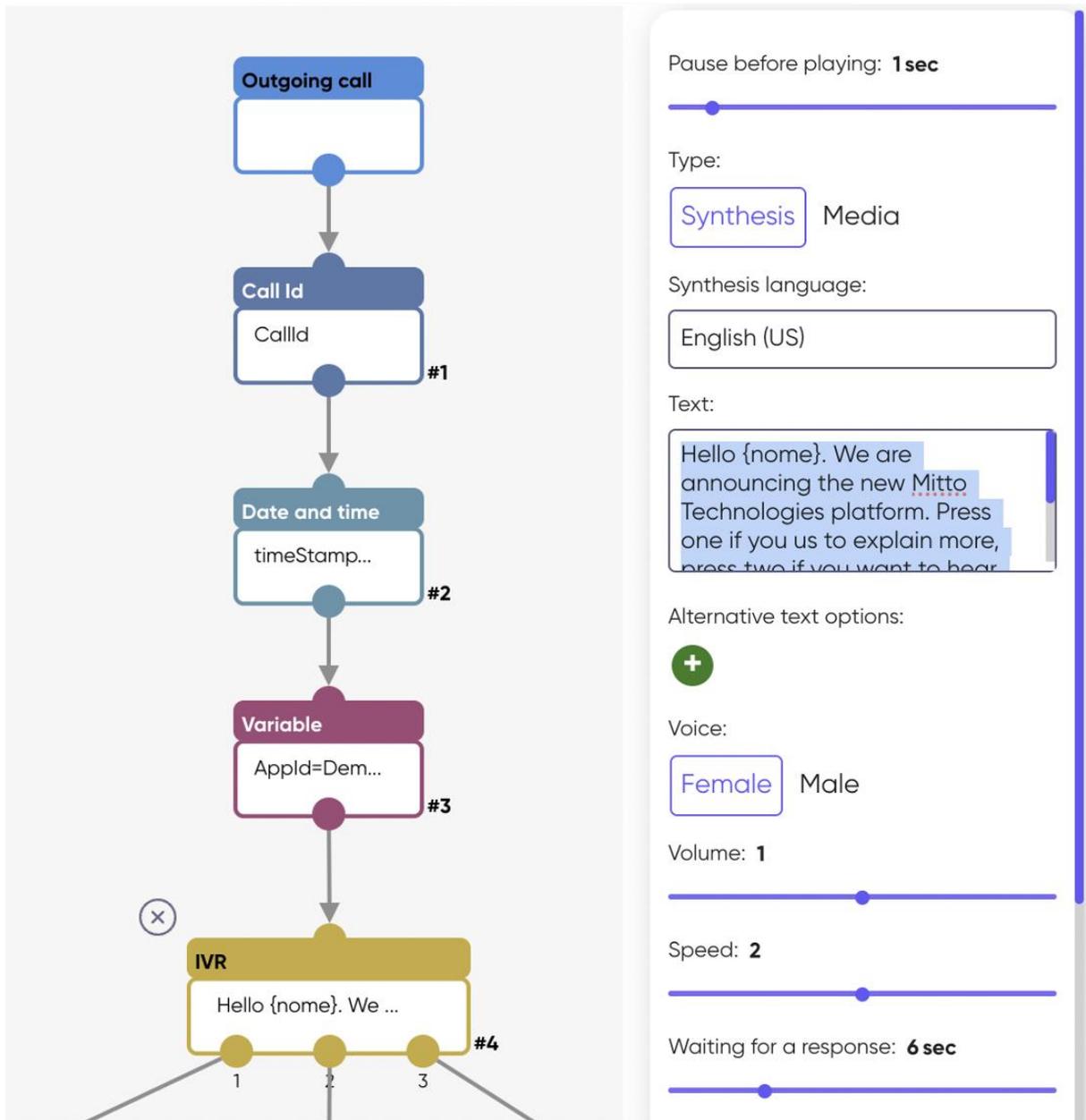


4. Now connect an **IVR block** to use text-to-speech (TTS) functionality for your message announcing your new product or service. Drag the **IVR block** and connect it to the previous **Variable block**.

In the block settings, type something like (make it relevant to your product or service):

“Hello {name}. We are announcing the new Mitto Technologies platform. Press or say one if you us to explain more, press or say two if you want to hear our privacy policy, or press or say three if you want to opt out immediately.”

Within the **IVR block**, you also can add the type of voice (male/female/volume). You can also set up a pause before playing and set the time to wait for the end user's response after the TTS message plays.



- Now, to receive input from the customer through DTMF digit collection, you need to set up the keypresses in the **IVR block**. To do this, add three response options named Key 1, Key 2, and Key 3. (If you would like to use speech recognition instead, use the Recognition block.)
- Drag out a **Variable block** for Key 1, the option that indicates that the client would like to learn more about your product. Connect the block to the 1 on the IVR block. In the Variable block settings for Key 1, name the variable keyPressed and assign a value of 1.

Variable:

keyPressed

Assign:

Value

Variable

Assigned value:

1

After you choose a response, you will see a circle at the bottom of the **IVR block**. We will add other responses (in this case, Key 2 & 3), but first let's finish the path of Key 1.



7. Drag out an **HTTP Request block** and connect it to the **Variable block** for keyPressed 1. In the block settings, you can add an API method. In this example, we'll choose POST as the API method. Add your webhook URL in the URL field that the payload will get sent to.

In the Body (JSON) field, add the variables that will post call info to your server. This is written in the format result:variable. You can adjust these parameters - if you adjust the variable name, make sure to adjust within the Body field as well.

```
{ "CallTimestamp": "{timeStamp}", "CallSid": "{CallId}", "Digits": "{keyPressed}",
  "From": "{sourceAddr}", "To": "{destAddr}", "AppId": "{AppId}", "reference": "{reference}"
}
```

Method:

POST

URL:

https://webhook.site/MITTODem

Body (JSON):

```
{ "CallTimestamp": "{timeStamp}",
  "CallSid": "{CallId}", "Digits": "{keyPressed}", "From": "{sourceAddr}", "To": "{destAddr}",
  "AppId": "{AppId}" "reference": "" }
```

Authorisation type:

Waiting for a response:

Not required  Required

Now drag out a **Google Sheets block** and connect it to the **HTTP request block**, and in the block settings, select your Google Sheets name in the Connector field. (To add a Google Sheet, click Connectors in the left nav. More detail [here](#).) Under Operation, choose Add values as line. Then under Array of Values, add:

```
["{timeStamp}","{CallId}","{sourceAddr}","{destAddr}","{keyPressed}","{AppId}"]
```

This will create a Google Sheet for your reporting that contains the data for each call.

Now drag out an **IVR block** and connect it to the **Google Sheets block**. In the block settings, add your product info. Here is an example:

“Our new platform allows you to create, manage and send different campaigns where you can collect and analyze data. These are just some of the new features we've implemented: campaign sending, automated blacklisting, fully configurable voice

menu, voicemail detection, Google Sheets support for reporting, and much, much more.

If you would like to speak to our representative, press 1, otherwise hang up.”

Finally, drag out a **Redirection block**, which allows a call to be forwarded to a representative. Connect this to the previous **IVR block**. Add the representative’s number in the block settings as the B number.

This completes the “**Select 1**” path, for customers who want to learn more about your product!

8. Now let’s create the “**Select 2**” path, which in this example will allow a customer to listen to your Privacy Policy. Under the initial **IVR block**, drag a **Variable block** and in the block settings, create a variable called keyPressed and give it a value of 2. Make sure you connect the **Variable block** to the initial **IVR block**.

Drag out an **HTTP Request block** and connect it to the **Variable block** for keyPressed 2. In the block settings, add POST as Method and your webhook URL.

Add the variables to the Body (JSON) field that will post call info to your server.

```
{ "CallTimestamp": "{timeStamp}", "CallSid": "{CallId}", "Digits": "{keyPressed}",  
"From": "{sourceAddr}", "To": "{destAddr}", "AppId": "{AppId}", "reference": "{reference}" }
```

Now drag out a **Google Sheets block** and connect it to the **HTTP request block**, and in the Google Sheets block settings, select your Google Sheets name in the Connector field. Under Operation, choose Add values as line. Then under Array of Values, add:

```
[ "{timeStamp}", "{CallId}", "{sourceAddr}", "{destAddr}", "{keyPressed}", "{AppId}" ]
```

Finally, drag out an **IVR block** and in the block settings Text field add your text. Here is an example:

*We are committed to managing your personal data responsibly. Accordingly, we comply with the requirements of the GDPR, applicable national data protection laws and other provisions of applicable data protection regulations. If you would like to explore more information about Mitto Privacy, please visit: [www.mitto.ch](http://www.mitto.ch) and search for privacy.*

*If you would like to proceed and receive more information about our products, press one. If you still want to EXIT the notification list, press number three*

Under Response Options, add two responses, Key 1 and Key 3. These will show up as circles at the bottom of the **IVR block**.

Connect the Key 1 circle to the **Variable block for keyPressed 1**, which will send the customer to learn more about the product.

Later, connect the Key 3 circle to the **Variable block for keyPressed 3**.

That will complete the “**Select 2**” path, for customers who want to hear your Privacy Policy.

9. Finally, create the **Select 3 path**. Upon pressing 3, a customer can opt-out. They will be put on a stop list and the call will hang up. Under the initial **IVR block**, drag a **Variable block** and in the block settings, create a variable called keyPressed and give it a value of 3.

Drag out an **HTTP Request block** and connect it to the **Variable block** for keyPressed 3. In the block settings, add POST as Method and your webhook URL. In the Body (JSON) field, add:

```
{ "CallTimestamp": "{timeStamp}", "CallSid": "{CallId}", "Digits": "{keyPressed}",  
"From": "{sourceAddr}", "To": "{destAddr}", "AppId": "{AppId}", "reference": "{reference}" }
```

Now drag out a **Google Sheets block** and connect it to the **HTTP request block**, and in the Google Sheets block settings, select your Google Sheets name in the Connector field. Under Operation, choose Add values as line. Then under Array of Values, add:

```
[ "{timeStamp}", "{CallId}", "{sourceAddr}", "{destAddr}", "{keyPressed}", "{AppId}" ]
```

Next drag out a **Into a stop list block**, and connect it to the **Google Sheets block**. In the block settings, choose the App for which you are adding the number to the stop list.

Now drag out a **Player block**, and connect it to the **Into a stop list block**. In the Player block settings, add confirmation text. Here is an example:

*Thank you. We have excluded you from our notification list. We wish you a pleasant rest of the day.*

This completes the complete the **“Select 3” path**, for customers who want to opt out.

Here is what the final app should look like:



10. Congratulations, you have completed the IVR setup! Now upload numbers for your potential customers, if you haven't already, by going to Outgoing Campaigns/Distribution Lists and uploading your distribution list (in .csv or .xls format)

### Distribution lists + Add

Search by name

Q

Apply

ID	Name	Status	Uploaded	Not uploaded
39	Aniello Demo	Uploaded	3	
31	Sandro test	Uploaded	1	
25	DEMOACADEMY	Uploaded	4	
23	Test n.2 18.9.	Uploaded	5	2
22	Test 18.9.	Uploaded	5	
21	Ne koristiti	Uploaded	99	1
20	Test	Uploaded	2	

10 1 - 7 from 7 |< < > >|

### New distribution list

Name\*:

Comment:

File\*:  .csv or .xls  
Not found up to 22 MB in size

11. Send your campaign by clicking on **Campaigns** under **Outgoing Campaign**.

The screenshot shows the 'Campaigns' management page. At the top left is the title 'Campaigns'. To the right are a refresh icon and a '+ Voice' button. Below the title are two search filters: 'Filter by type' with a dropdown menu and 'Search by name' with a search input field. Further down are date filters: 'From date' with a calendar icon and the date '3/22/2023', and 'By date' with a calendar icon and the date '3/22/2024'. At the bottom of these filters is a blue 'Apply' button.

The screenshot shows the 'New campaign' setup form. The title is 'New campaign' with a voice icon. The form is divided into four sections: 1. 'Main' (campaign general settings) with fields for 'Name\*' (filled with 'Voice\_campaign\_22.03.2024\_02:02:39'), 'Comment', 'A-number\*' (with radio buttons for 'Number' and 'Numbers pool'), and 'Number\*'. 2. 'App' (select app). 3. 'Distribution list' (select the distribution list to be used in the campaign). 4. 'Settings' (execution parameters and scheduling). At the bottom right of the 'Main' section is a blue 'Next' button. At the bottom of the form are three buttons: 'Cancel', 'Draft', and 'Launch'. A note at the bottom center states 'Fields marked with \* are required'.

Select **App** and **Distribution List**. In **Settings** you can limit calls-per-second (CPS), allow or disallow repeats of certain call types, and schedule launch date and time (in UTC).

Then click **Launch**. You have successfully launched a campaign!

You can view live reports under the **Reports** item in the left nav. You can also get delivery callbacks that are sent when calls start and end.

This is just one example of what you can do with programmable bots from Mitto! Remember, *you can set up custom flows that meet your exact customer needs.*

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