Personalized Appointment Manager

Schrute Farms
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Employees at small businesses get distracted from what they should be doing.
Most calls go UNANSWERED

24.3% receive no response
37.8% go to voicemail +

~ 60% are missed opportunities

Understanding the Mobile Consumer, Google 2013
Secretaries are **EXPENSIVE**

$34,000 is the average salary of a secretary.

$75,000 is estimated to be the gross income of a small business in the United States.

WHO IS PAM?
Availability

Customer

24/7 - 365

PAM
Extensibility
Affordability

Small Business
Customer Features
Business Features
Pam

Email

Password

Log In

Need to register an account?

Register

App Store
Business Info

Phone Number

Monday:
Open 09:00 AM Close 05:00 PM

Tuesday:
Open 09:00 AM Close 05:00 PM

Wednesday:
Open 09:00 AM Close 05:00 PM

Thursday:
Open 09:00 AM Close 05:00 PM

Friday:
Open 09:00 AM Close 05:00 PM

Saturday:
Open --:-- -- Close --:-- --

Sunday:
Open --:-- -- Close --:-- --

Submit

1725 Slough Avenue
HOW WAS PAM BUILT?
Architecture Overview

Customer

Twilio

Google Calendar

Sinatra Server

Postgres Database

React-Rails Client

Business

Business Lookup

Website Interaction

API Call

Phone Call Interaction

Transcription & Response

Business Creation

Customer Phone Call Interaction

Customer Business Interaction

Google Calendar API Call

Sinatra Server Transcription & Response

Postgres Database Business Lookup

React-Rails Client Business Creation

PAM
Architecture Overview

Customer ➔ Phone Call Interaction ➔ Twilio ➔ Transcription & Response ➔ Sinatra Server ➔ API Call ➔ Google Calendar ➔ Website Interaction ➔ Business Lookup ➔ Business Database ➔ Business Creation ➔ React-Rails Client ➔ Website Interaction

- Twilio
- Google Calendar
- Sinatra Server
- Business Database
- React-Rails Client
- PAM
Architecture Overview
LOOKING AHEAD…
PERSONALIZATION

Voice options

Custom greetings

Frequently asked Questions
Reminders provide 30% decrease in no-shows

Follow up calls build customer trust

Ads lead to increased revenue
BUSINESS INSIGHTS

Schedule optimization

Staffing efficiency
BRACE YOURSELVES

PETERS CODE REVIEW IS COMING
THANK YOU, CALL AGAIN