Personalized Appointment Manager

Schrute Farms
Jonathan Segovia, Tristan Starck, Kunal Naik,
Yuki Mano, Michael Caccamo

COMPUTER SCIENCE
UC SANTA BARBARA

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Answering the phone takes TIME

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

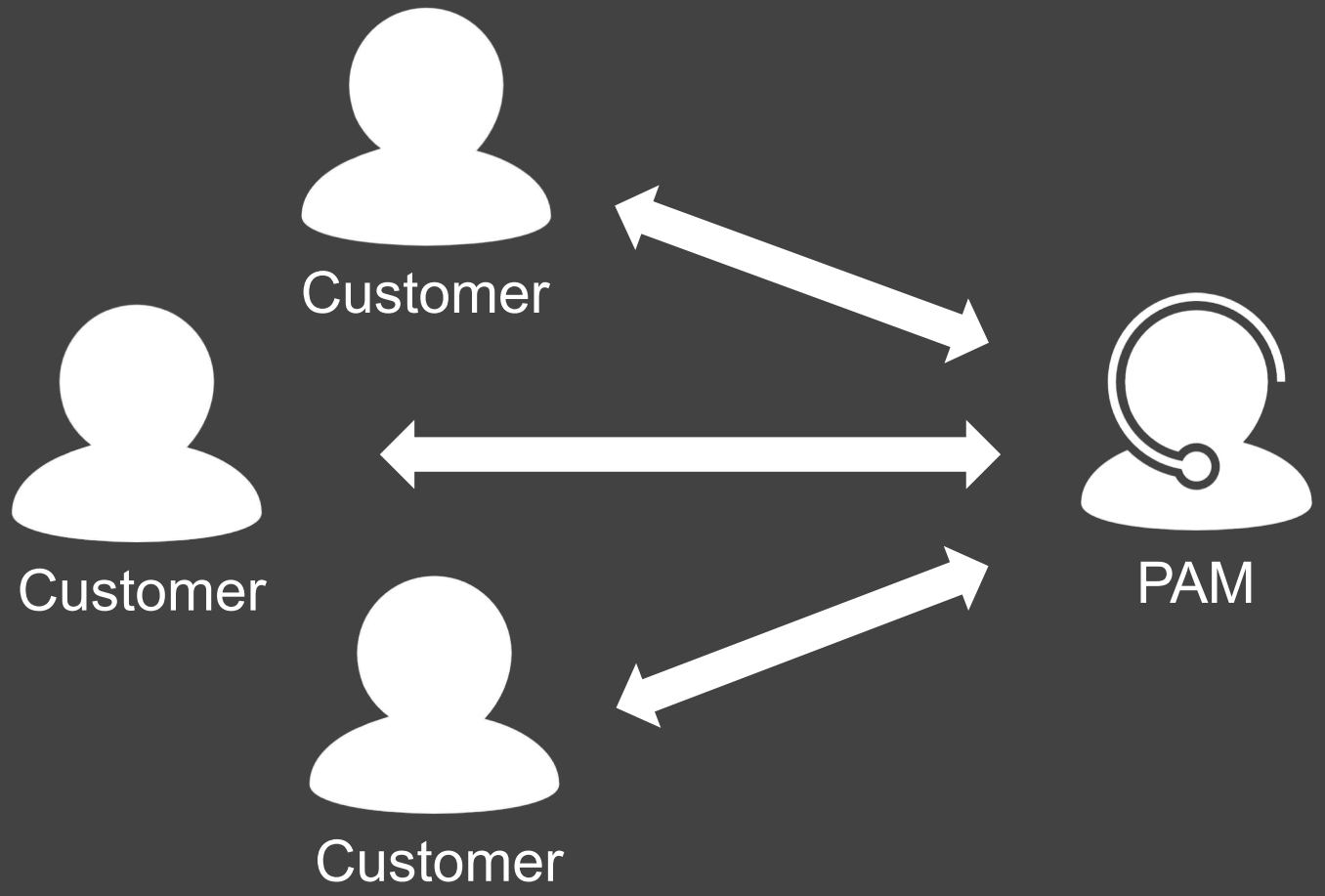
is estimated to be the gross income of a small business in the United States

US Bureau of Labor Statistics,
US Census Bureau

WHO IS PAM?

Availability

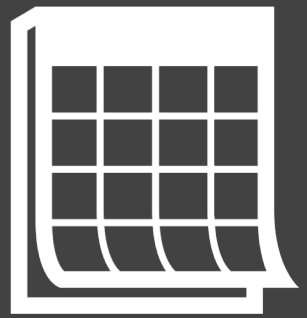
Extensibility



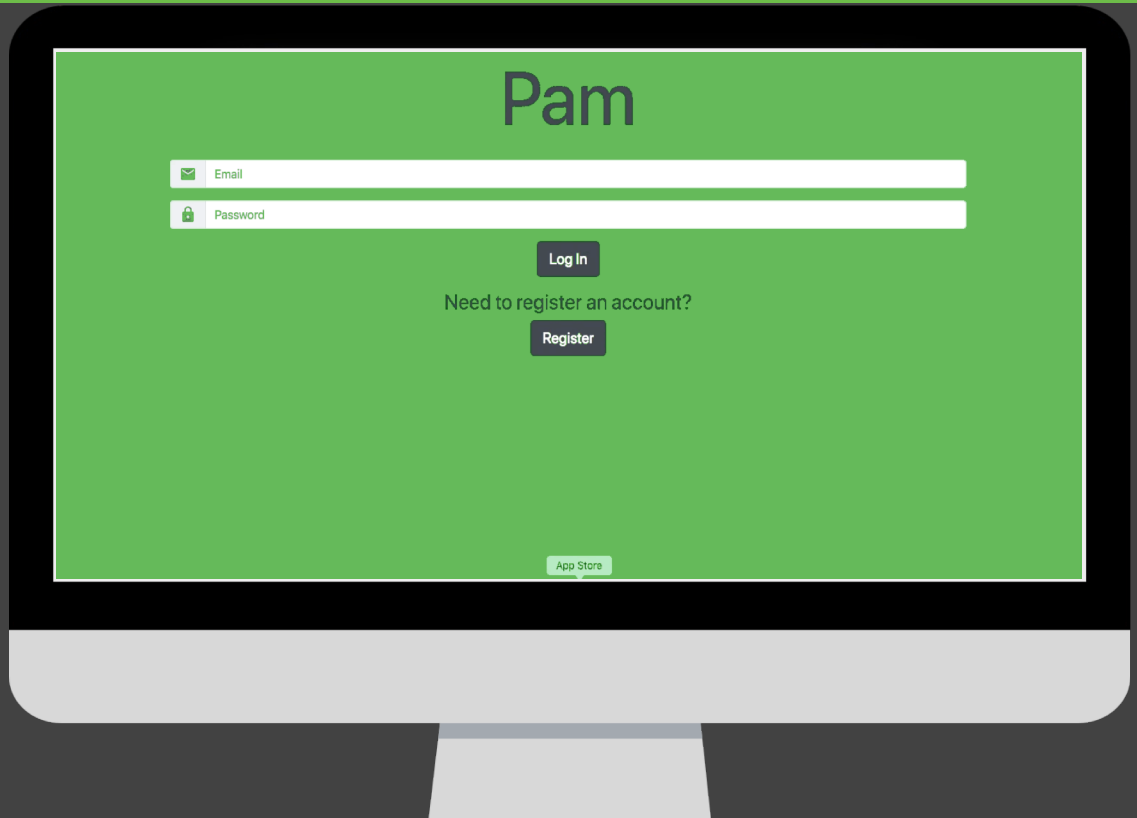
Affordability

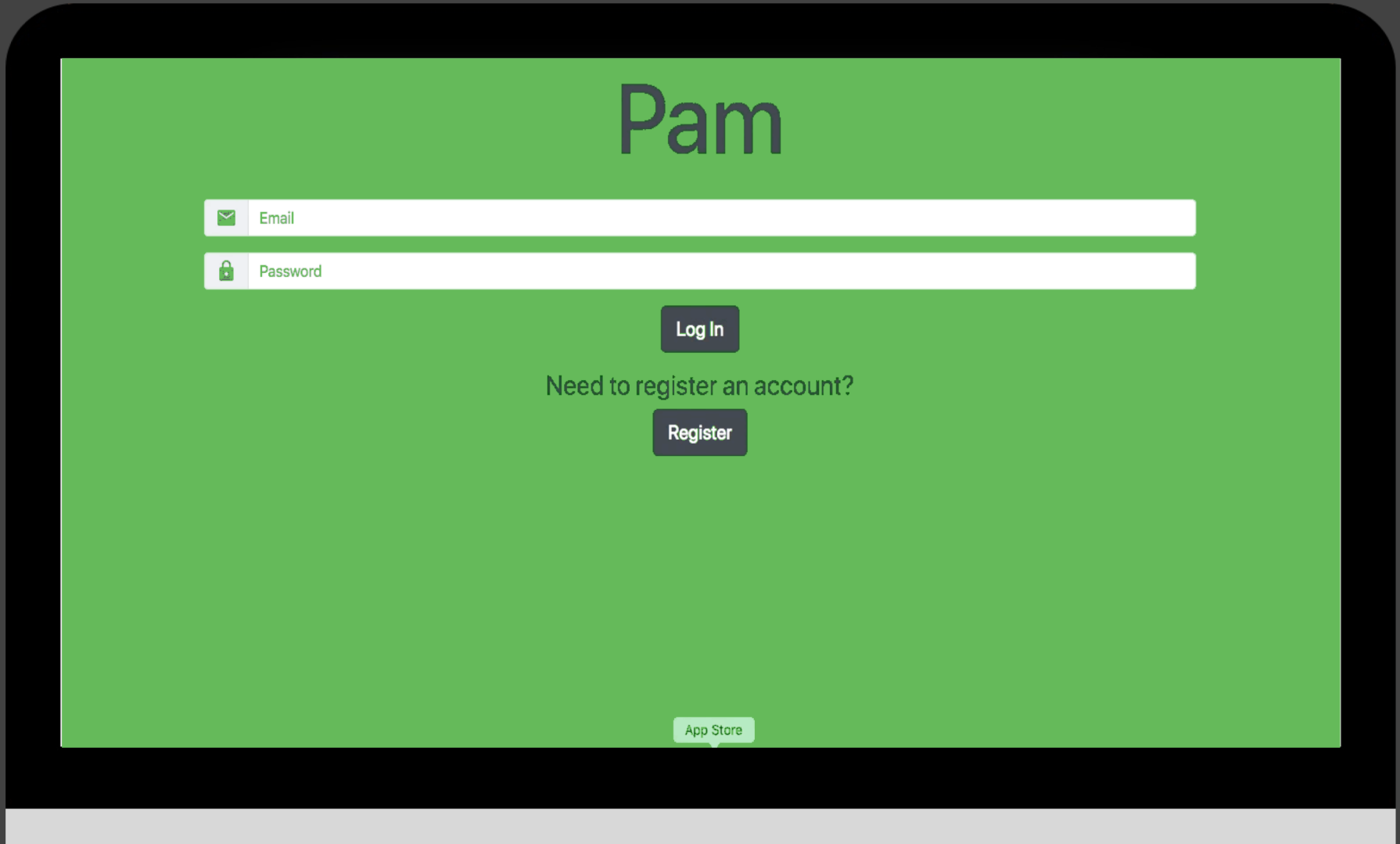
Small
Business

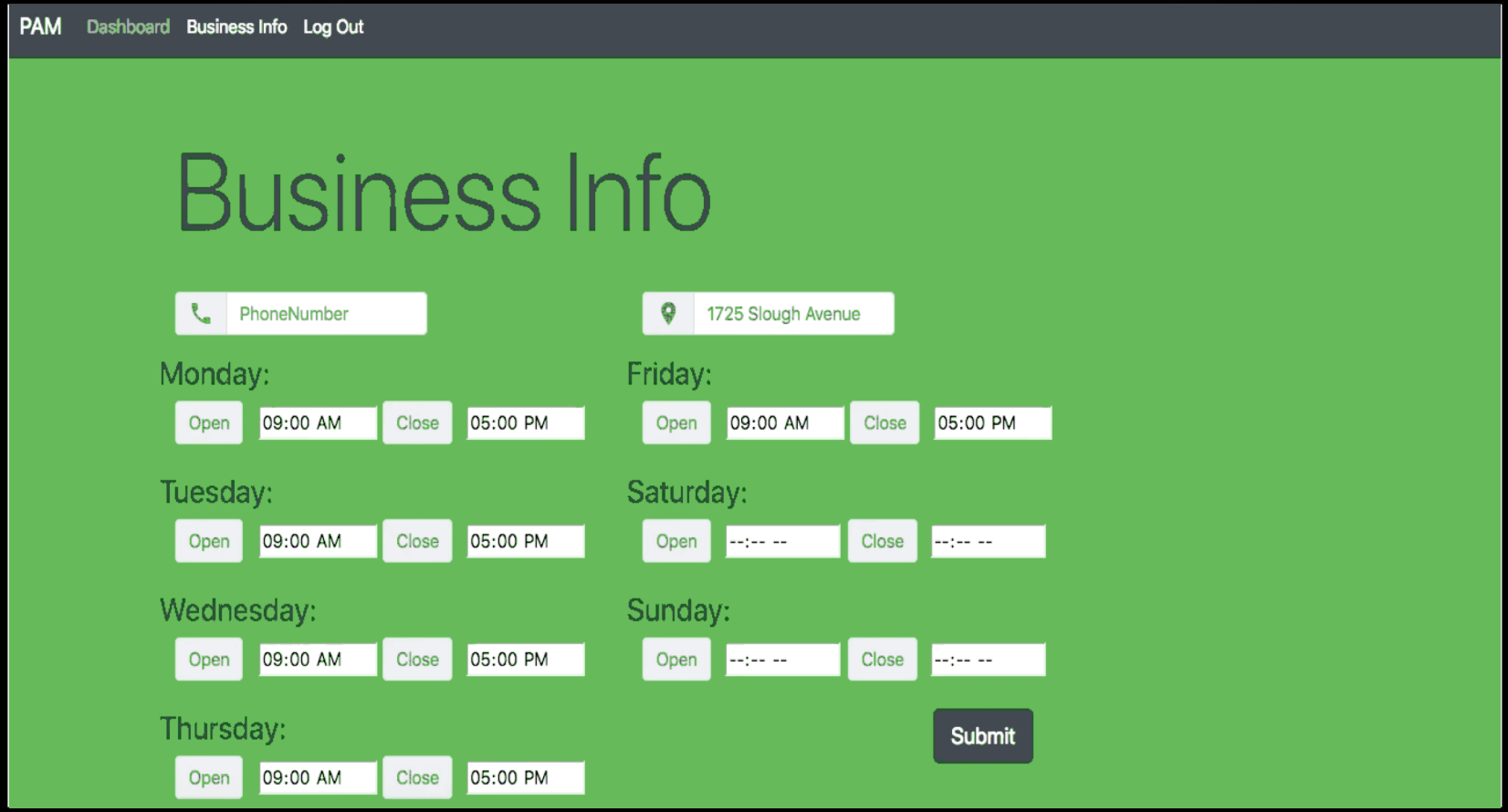
Customer Features



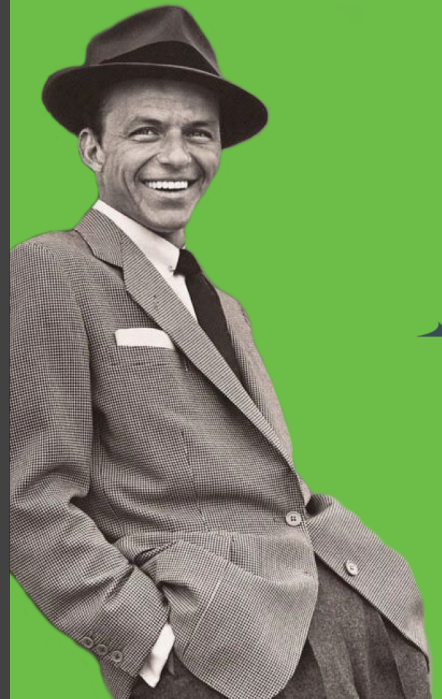
Business Features




Pam
Email
Password
Log In
Need to register an account?
Register
App Store


PAM
Dashboard
Business Info
Log Out
Business Info
PhoneNumber
1725 Slough Avenue
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

HOW WAS PAM BUILT?



heroku

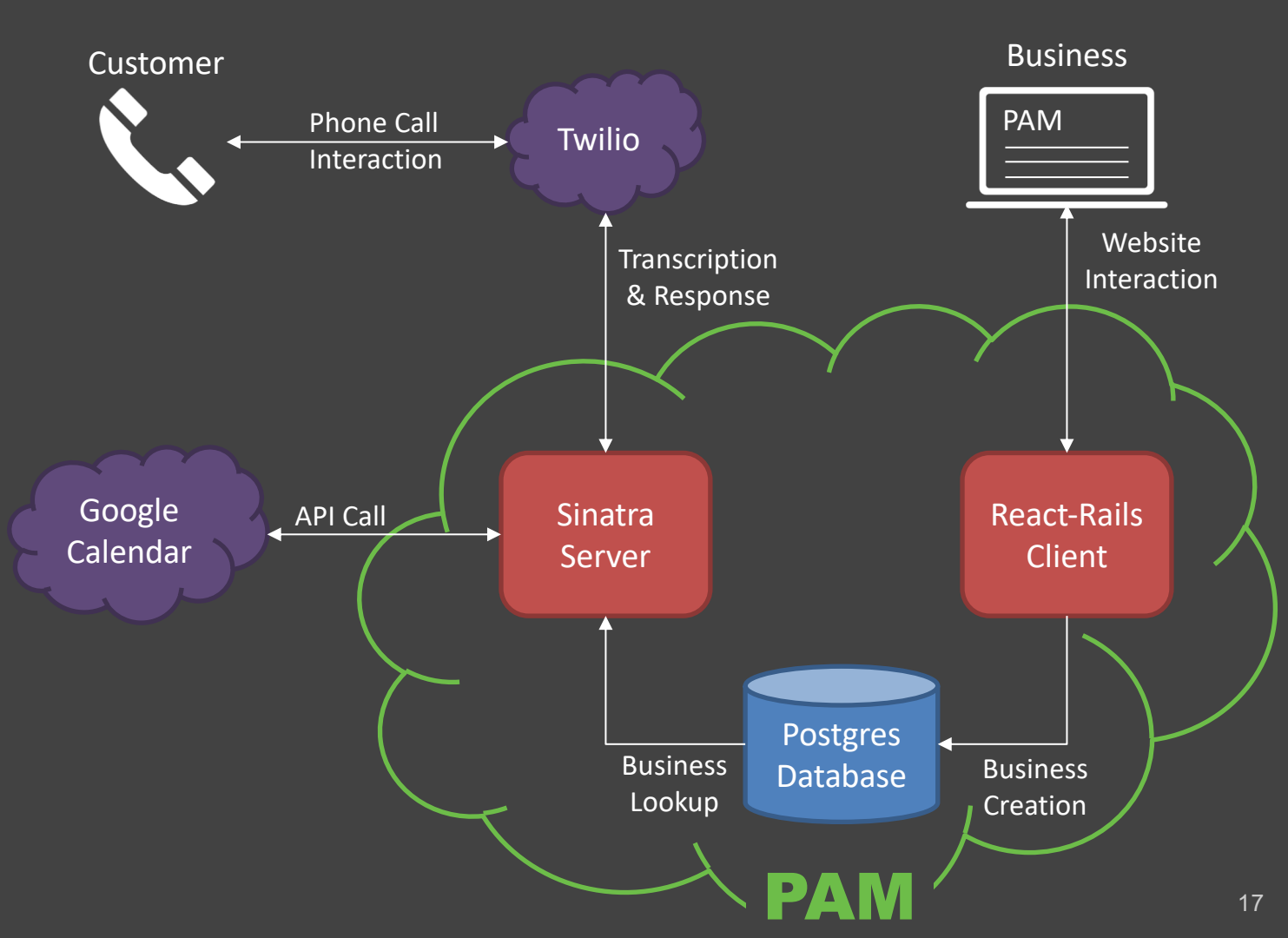
PostgreSQL

RAILS

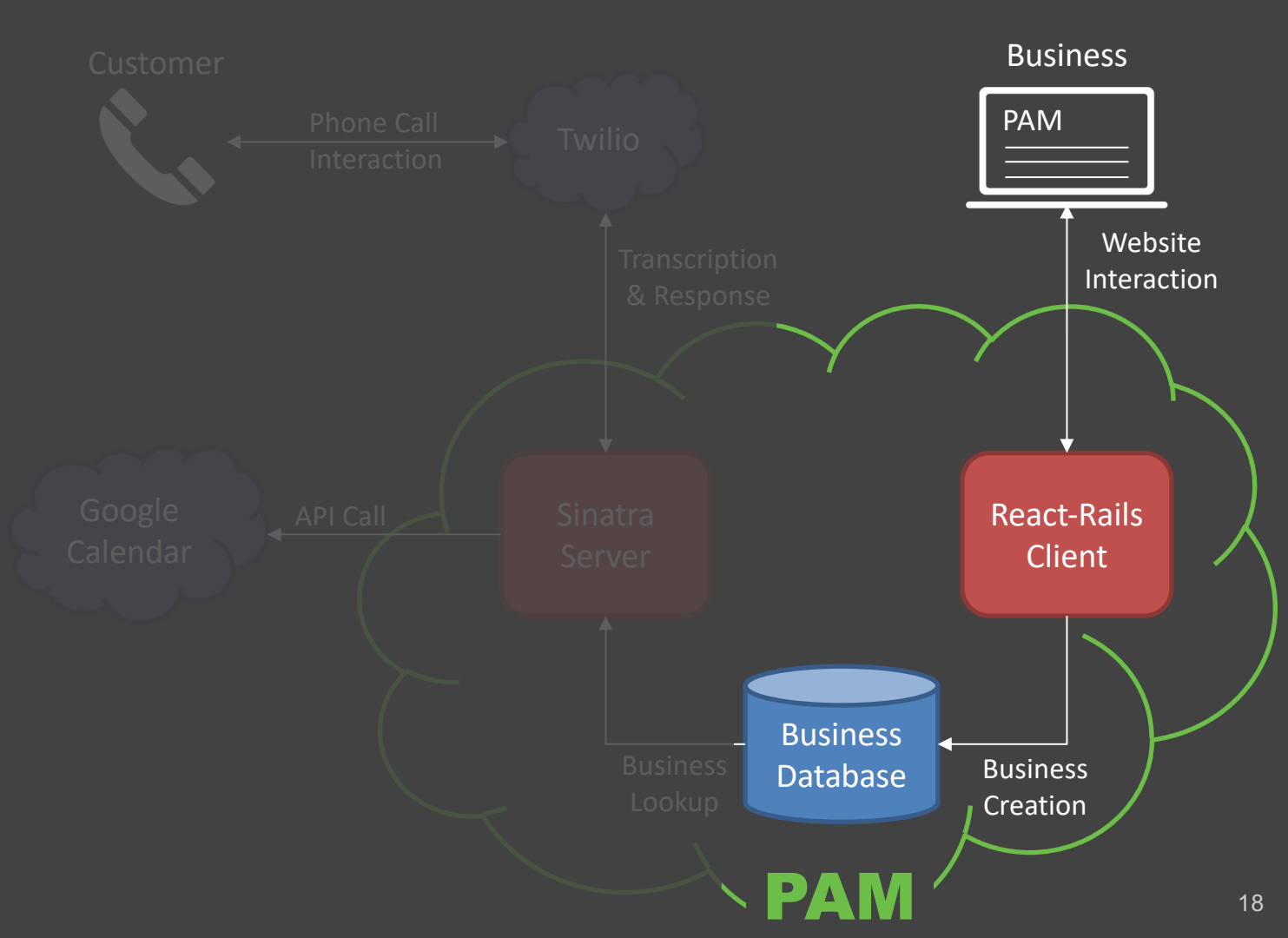
31

twilio

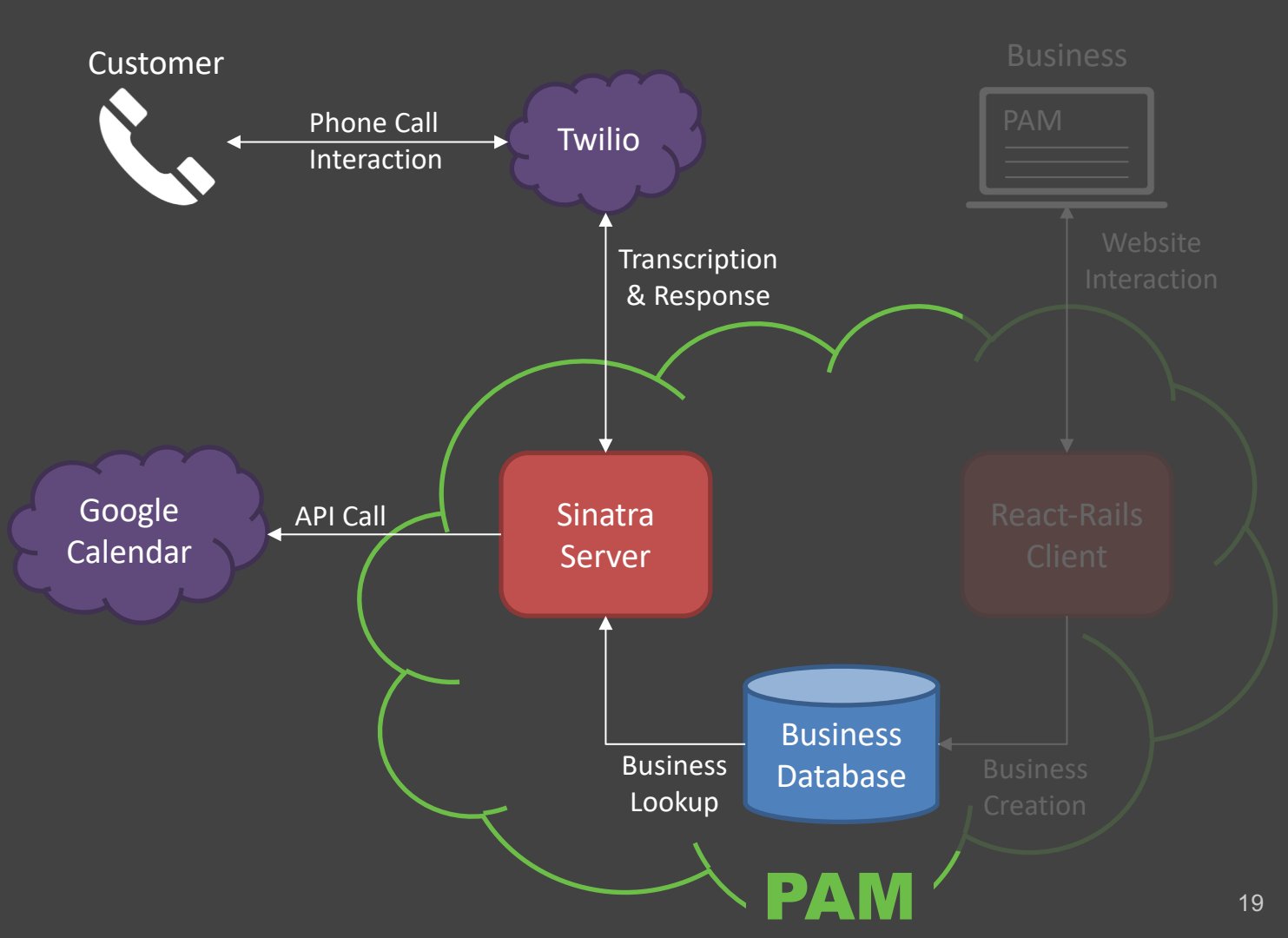
Architecture Overview

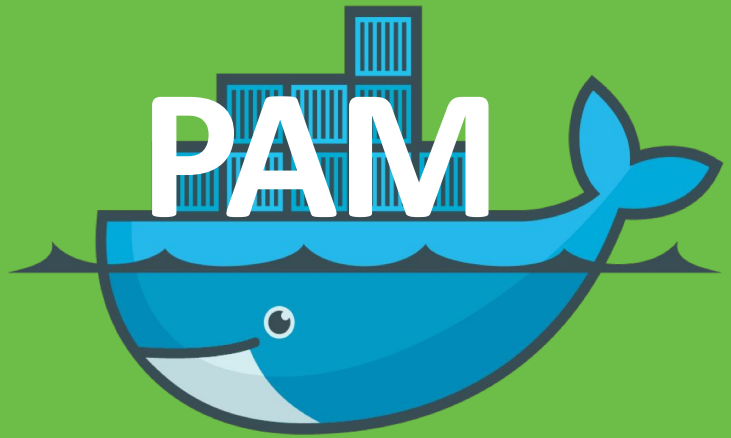


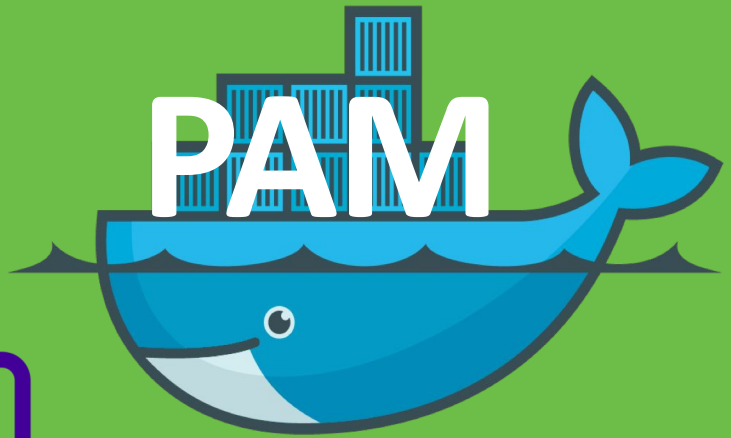
Architecture Overview



Architecture Overview




PAM



HEROKU

LOOKING AHEAD…

PERSONALIZATION

Voice options

Custom greetings

Frequently asked Questions

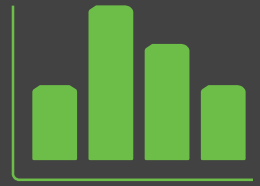
PROACTIVE ENGAGEMENT

Reminders provide 30% decrease in no-shows

Follow up calls build customer trust

Ads lead to increased revenue

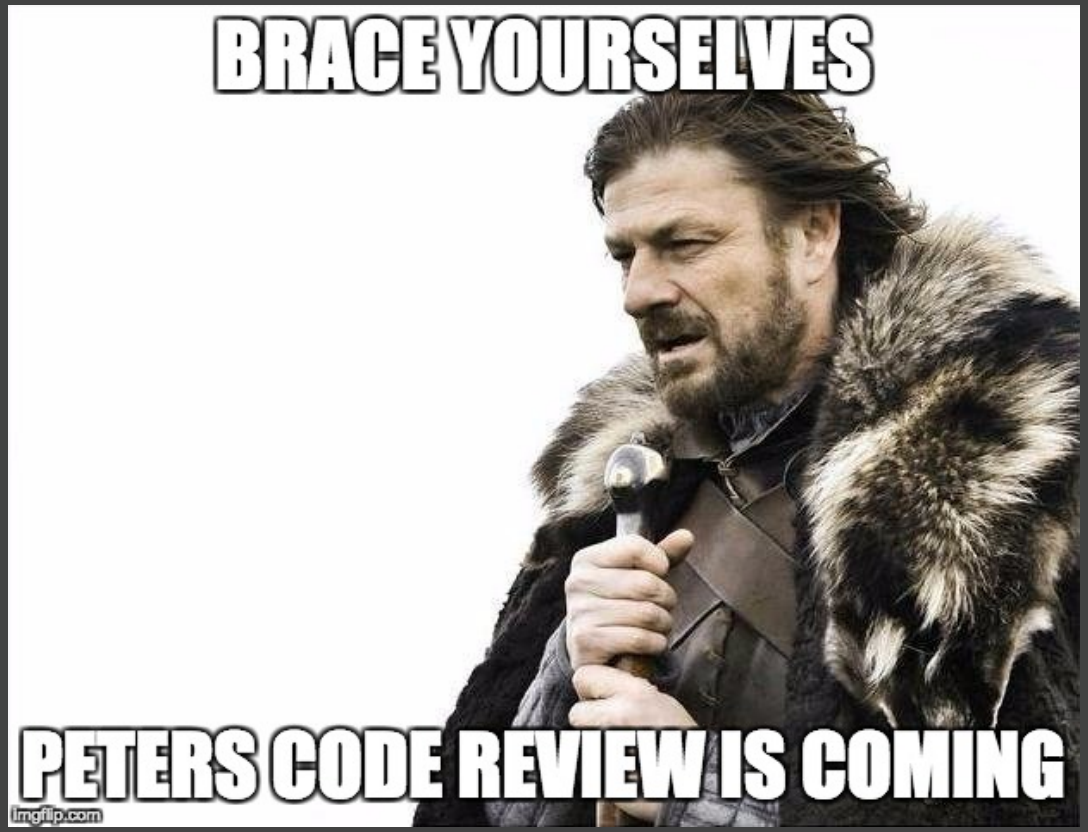
BUSINESS INSIGHTS



Schedule optimization

Staffing efficiency

INVOCA®


BRACE YOURSELVES
PETERS CODE REVIEW IS COMING
imgflip.com

la croix

THANK YOU, CALL AGAIN