--EXTENSION BASED ROUTING--

Providing callers with dedicated **extensions** allowing them to quickly connect with a specific party.

--ADVANTAGES--

- Sound more professional by automatically answering calls with useful info about your company.
- Make your business look bigger with extensions for separate departments.
- Distribute the calls evenly to team members or to the next available with customizable call routing extensions.

--IMPLEMENTATION--

Applets to be used:

- Gather
- Connect

Creating the flow:

1. Drag and drop the Gather Applet.
2. Drag and drop the Connect Applet
3. Use the webapp URL that was created earlier in the Connect applet.
4. Drag and drop any other applet you need.
5. Save the flow.

Based on the extension entered by the user, the corresponding number in the spreadsheet will be returned by the URL which in turn will be called by Exotel. Assign an Exophone to the newly created flow.

--SAMPLE CALL FLOW--

Extension Based Routing

You are on a **Free trial account**. Se

Call Start

When a call begins, what should we do?

Drag an applet from the right to get started.

Gather

Gather prompt

When the caller reaches this menu they will hear:

| Read Text | Please enter the extension pin followed by #. | edit |

Specify Key input behaviour

Finish Key ⓘ

Finish after user enters this key

`#`

Maximum Number of Digits ⓘ

Finish after user enters these many number of input digits

`127` digit(s). Default = 127

Specify the input timeout

Wait for the caller to press another digit (First input included) for.. ⓘ
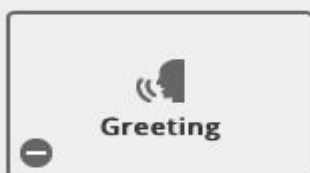
`5` secs. Default = 5 secs

When the caller entered one or more input digits... ❓

Redirect the caller to below applet.

⊖ **Connect**

When the caller didn't enter anything after the menu... ❓

Redirect the caller to below applet.

⊖ **Greeting**

Dial Whom

○ **Dial a user or group**

Select a Group 🔍

○ **Dial phone number(s):**

[   ] **DND Check**

Like **08088919888**
or a comma separated list like **08088919888,08049114900**

Note: *Calls to DND number will be blocked if it is not whitelisted*
How to Whitelist DND numbers

◉ **Dial phone number(s) returned by URL:**

Primary URL:

[https://jsonplaceholder.typicode.com/todos/1]

Fallback URL(Optional):

[   ]

☑ Fetch numbers after every call attempt

Click here for the list of parameters

Implementation of Extension Based Routing using Exotel and spreadsheets:

1. Open a new spreadsheet.

2. Upload the below code in the script editor of the spreadsheet.

3. Publish the code to get a webapp URL.

4. Once deployed, copy the webapp URL which will be used later in the Exotel flow.

5. Open your Exotel account and create the flow below in the App Builder.

Link to a sample spreadsheet is given below:
https://docs.google.com/spreadsheets/d/1kjW95G9ntW5OG6Ca70DxD3QE2PASdItVau5UFlsL6dA/edit#gid=0

--CONDITION-BASED ROUTING WITH SWITCH CASE--

Condition based routing helps to streamline the flows based on multiple responses. It helps to create different actions to be performed based on different responses given.

--ADVANTAGES--

- **Scalable :** It Helps to scale up with ease by managing users, devices and locations with minimal investment and overheads.

- **Secure :** Upgrades are seamless and pushed out immediately, so you always run the latest, most secure software available.

--SAMPLE CALL FLOW--

Applets to be used:

- Passthru
- Switch Case

A Brief note on Switch Case:

When the Customer Calls a central number, the pass-through applet passes the call details to the URL configured (Which will be shown in the sample call flow).

Exotel makes a GET request to the URL with the call details as URL-encoded HTTP query parameters.

Passthru sends the information to read the digits parameter along with the Callsid and return a 200 Ok response along with a keyword in the body of the response (The response needs to be in text/plain format).

The list of keywords that are returned in the passthru applet will be checked in the switch case applet, where these keywords are predefined and are set to do corresponding actions (This could be connecting to a group (Connect applet), playing a greeting (greeting applet) and others).

Creating the flow:

1. Drag and drop the Passthru Applet.

2. Use the webapp URL, that was created earlier, in the Passthru Applet.

3. Drag and drop the Switch Case Applet.

4. Drag and drop any other applet you need.

5. Save the flow.

Based on the requirement, specific actions can be set for various keywords predefined in the Switch Case applet, which is returned in the Passthru applet based on the 'From' number specified in the spreadsheet.

Let's take an example, in which a company wants to check whenever the customer is calling on their centralised number, based on two conditions i.e., Bangalore and Chennai they would want to connect them to the suitable agents.

Here when the customer calls, initially they will check the telecom circle from which the call is landing. Based on the URL mapping the customers calls are routed.

Passthru

Information Pass Through

When the call reaches this menu, Pass info through to this url:
Use this applet to send info to your CRM or Support software. Learn more

https://jsonplaceholder.typicode.com/todos/1
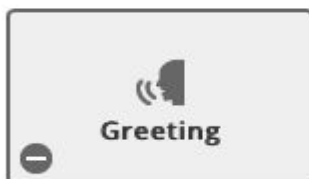
Options

Make Passthru Async	☐

In response

Once the URL returns OK (200 OK)...

Switch Case

If the url returns anything else..
Like 404 Not found or 302 found etc?

Greeting

Note that Passthru can used in 2 modes (by toggling the checkbox to 'Make Passthru Async)

● Sync: Exotel will immediately pass the call details synchronously during the call flow execution. In this case, it is possible only to make a binary decision with Passthru.

● Async: Exotel will asynchronously pass the call details without interrupting the call flow execution. Use this option if you don't want to

dynamically change flow execution i.e. select next applet based on Passthru response. This will ensure the person on call doesn't wait for the time period it takes for Passthru to be executed i.e. your URL to respond back.

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Link to a sample spreadsheet is given below:

https://docs.google.com/spreadsheets/d/1oAiGEli0Kus_zW4sn_RS8ZC6_iCmBt GLr4-vmA_ZxDw/edit#gid=0

--REFERENCES--

Support Articles to understand Switch case and Passthru:

- https://support.exotel.com/support/solutions/articles/3000052018-switchcase
- https://support.exotel.com/support/solutions/articles/48283-working-with-passthru-applet