Retell AI is a conversational AI platform designed to facilitate automated, voice-based interactions for businesses. It leverages advanced speech-to-text (STT) and text-to-speech (TTS) technologies to enable natural, context-aware conversations. Aimed at industries like customer service, lead qualification, appointment scheduling, and healthcare, Retell AI supports businesses in automating routine voice interactions without needing large call center teams

RETELL AI

The platform offers customization options for voice and language preferences, making it adaptable for different industries. It can integrate with CRM systems and handle tasks like answering customer inquiries, conducting surveys, or even managing bookings. Retell AI is designed with scalability in mind, catering to both small businesses and large enterprises

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While it excels in creating human-like voice interactions, the platform is still evolving to refine certain aspects, like improving context recall and handling complex tasks without introducing confusion

Build your first phone agent in 5 minutes

Deploy your first phone agent in 5 minutes.

Retell is a platform for building, testing, deploying, and monitoring reliable AI phone agents that can handle natural conversations over the phone.

1

Create Your Account

Visit the Retell Dashboard

Sign up for a new account

2

Create a New Agent

Navigate to the “Agents” tab

Click “Create an agent”

Choose a template

If you are not sure which template to choose, we recommend starting with “Lead qualification” in “Multi Prompt” category.

Agent template selection screen

3

Test Your Agent

Click the “Test” button to test your agent

Web calling interface

4

Add your payment method

Before buying a phone number, you need to add a payment method to your account

Go to the “Billing” tab and click “Change payment methods”

Web calling interface

Web calling interface

5

Deploy to a Phone Number

Go to the “Phone Numbers” tab

Click “Buy New Number”

(Optional) Enter the area code you want to buy the number for

Purchase your number

Assign your agent to the number in the configuration settings

6

Test Your Phone Agent

Incoming Calls:

Dial your purchased number

Outbound Calls:

Click “Make an outbound call”

Enter the phone number including the country code (e.g., +12137774445)

🎉 Congratulations! Your agent is now live and can:

Receive incoming calls

Make outbound calls

Handle natural conversations

Process requests 24/7

Best Practices

Testing is essential for successfully deploying your agent to production. Follow these recommended steps to ensure a robust deployment:

Step 1: LLM and Web Call Testing

Validate and refine your agent’s behavior:

Use the LLM Playground to test conversation flows and responses

Use Web Call Testing

Ensure accurate function calling and conversation handling

Step 2: Phone Audio Testing

Test your agent in phone environments:

Place test calls to your agent

Initiate outbound calls from your agent

Validate performance with background noise and user interruptions

Step 3: Limited Production Testing

Perform controlled testing in production:

Deploy with a small sample size (5-10 calls)

Use monitor suites to track performance

Measure critical metrics including completion rates and user satisfaction

Step 4: Gradual Rollout

Scale your deployment strategically:

Incrementally expand your user base

Maintain continuous performance monitoring

Was this page helpful?

Yes

No

Post call analysis

Overview

Post-call analysis is a powerful feature that automatically analyzes customer conversations after they have ended, helping you derive valuable insights from your calls. We provide several built-in analysis categories, and you can create custom categories to match your specific business needs.

Analysis Categories

You can extract the following types of data from post-call analysis:

Boolean (True/False)

Simple yes/no determinations

Example: Whether the customer is a first-time caller

Text (String)

Detailed textual information

Example: Call summaries, action items, or key discussion points

Number (Numerical value)

Quantitative measurements

Example: Transaction amounts, call duration, or satisfaction scores

Selector (Enum)

Categorization from a fixed list

Example: Issue types, product categories, or resolution status

Monitor calls via dashboard

The Call History dashboard provides a comprehensive view of all your calls and their statuses. To access it:

Navigate to the dashboard

Select the “Call History” tab

Call history dashboard

Filter calls

The dashboard offers powerful filtering capabilities to help you analyze your calls.

When investigating issues, filtering for unsuccessful calls can help identify patterns in failure reasons and troubleshoot problems more effectively.

Customize columns

Personalize your view of the call history table:

Click the “Customize Field” button in the top-right corner

Select or deselect columns to show/hide