

## Week 4 – Outputs, Reporting & Customer Experience (AI Calling Platform)

This week focuses on visibility, trust, and customer-facing outputs. Core execution and AI must already be stable.

No new intelligence. Only surfacing results cleanly.

### Day 1 – Call Logs & Outcomes

- Define final call outcome schema.
- Normalize outcomes across all bots.
- Create API to fetch call logs.
- Include timestamps, duration, retries.
- Ensure read-only access.
- Commit code.

### Day 2 – Customer Views (API-Level)

- Create customer-facing read APIs.
- Filter calls by date, bot type, outcome.
- Add pagination support.
- Ensure data isolation per organization.
- Commit code.

### Day 3 – Daily & Weekly Summaries

- Define summary metrics (attempted, answered, success).
- Generate daily summary job.
- Generate weekly summary job.
- Store summaries in DB.
- Commit code.

### Day 4 – Notifications & Alerts

- Define alert conditions (missed calls, failures).
- Send alerts via email or WhatsApp.
- Rate-limit notifications.
- Ensure alerts stop when resolved.
- Commit code.

### Day 5 – Escalation to Humans

- Define escalation rules.
- Trigger human escalation events.
- Expose escalation data via API.
- Ensure AI stops after escalation.
- Commit code.

#### Day 6 – Polishing & Safeguards

- Audit logs for all actions.
- Verify data consistency.
- Add basic rate limiting.
- Add health check endpoint.
- Commit code.

#### Day 7 – Production Readiness Review

- Run full system simulation.
- Verify customer-visible outputs.
- Write final documentation.
- Prepare deployment checklist.
- Final commit for Week 4.

#### Week 4 Rules (Must Follow)

- No new AI logic.
- No UI dashboards.
- Focus on clarity and trust.
- Outputs must be explainable.

If Week 4 is completed, the platform is customer-ready and revenue-capable.