

# LDIN

## Overview

Flow building is a professional service that Clickatell provides at an additional cost. It can be requested by clients during initial setup or at any

be categorized as

either Simple, Medium or Complex (see below).

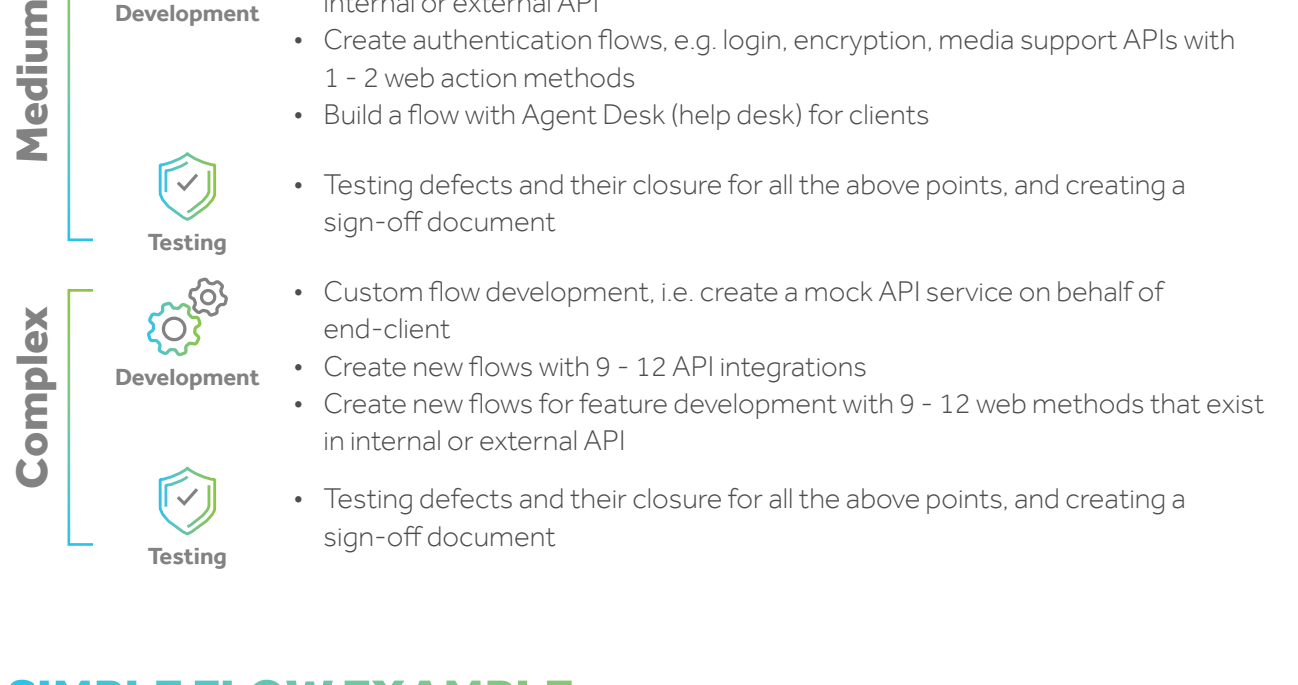
## FLOW CRITERIA

Flows are categorized into Simple, Medium or Complex flows according to the below criteria. For more information about the Flow product and its components, refer to

- Add or update text changes in menu flows
- Add or update language translations of up to five menu items
- Verification of involved endpoints i.e. port number, host name changes due to

five keywords for the existing flow

- Testing defects and their closure for all the above points, and creating a sign-off document
- Create new flows with 5 - 8 API integrations



The example below showcases a *Simple* flow of questions from end-users to eliminate unnecessary API calls. It is mostly text-based with minimal API integration.

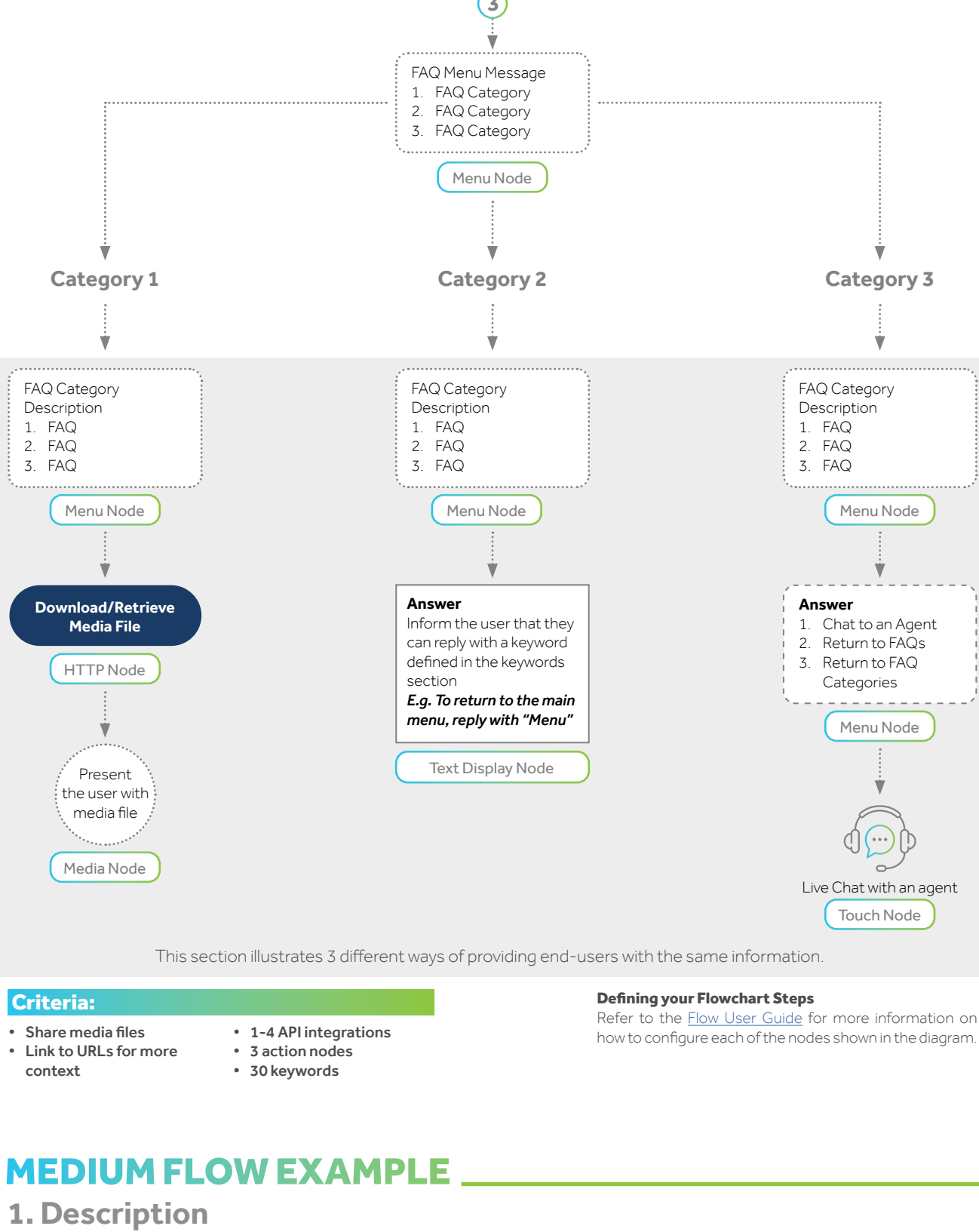
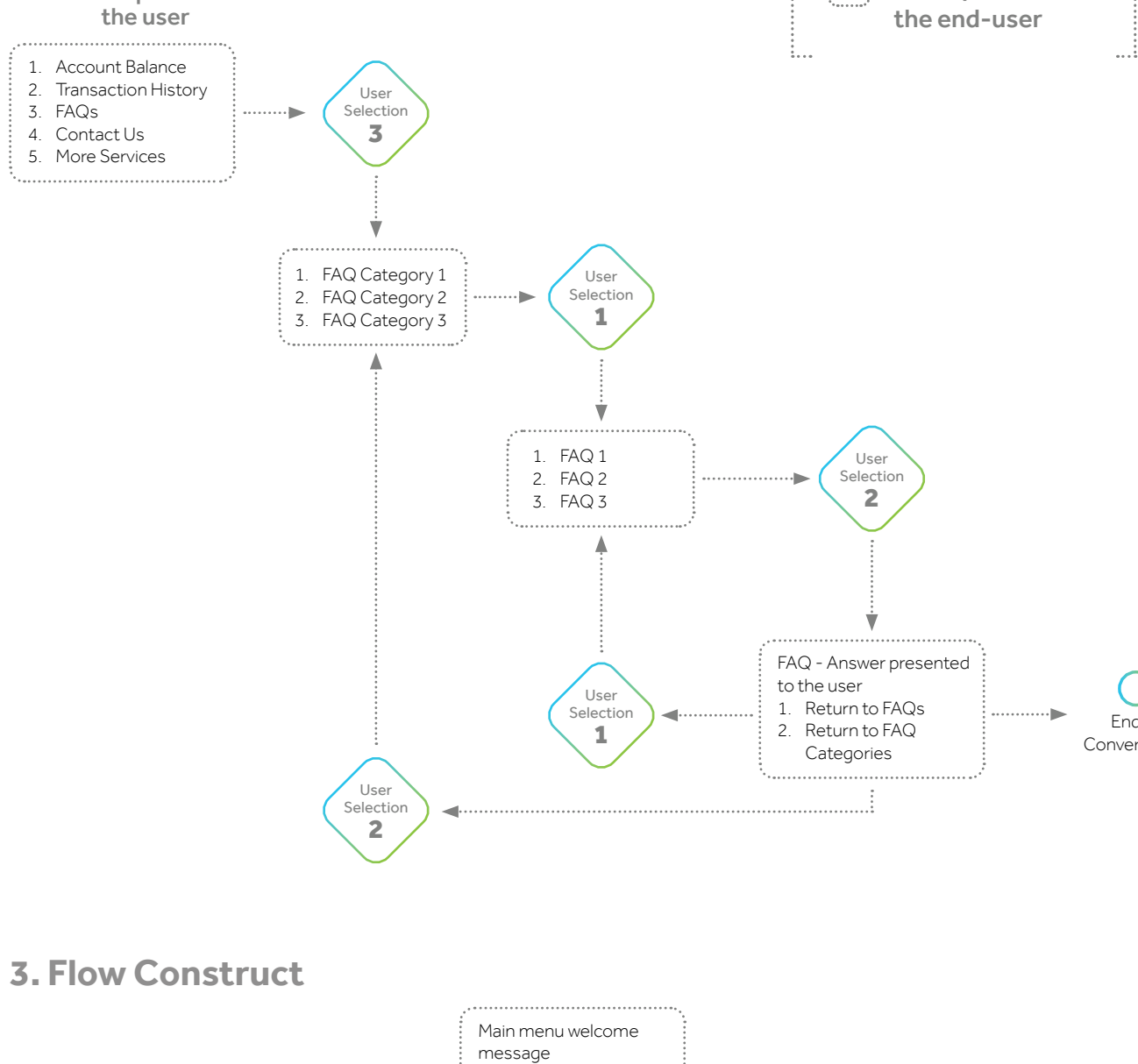
## 2. Customer J

The below customer journey depicts the chat experience of a *Simple* flow. It gives an overview of the customer engagement cycle when selecting the FAQ item listed in the main menu.



Customer says "Hi"

End-user selection



Below showcases a *Medium* flow at the hand of the FAQ use case that adds

The below customer journey depicts the change in customer engagement cycle when selecting the

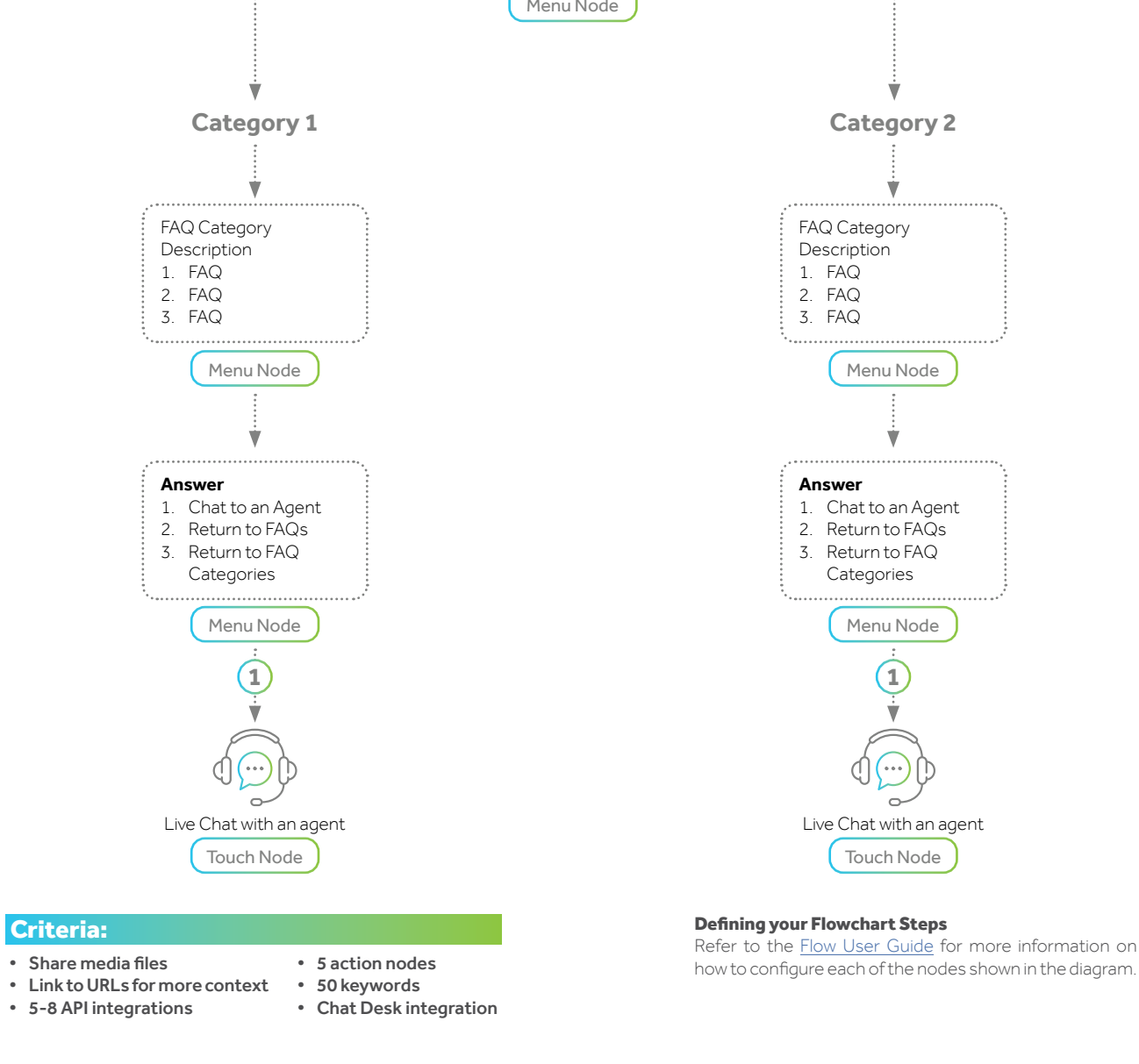
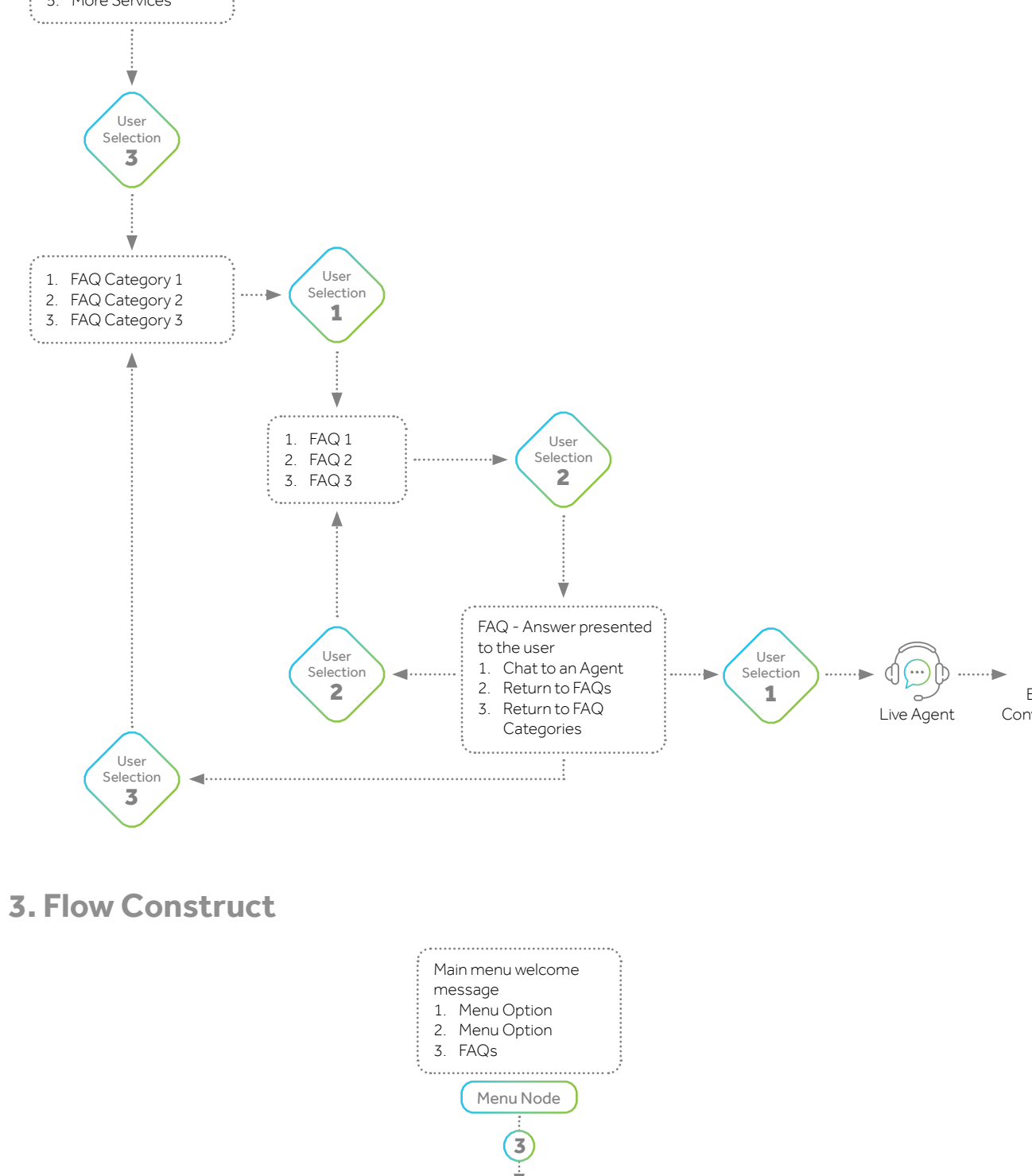


Customer says "Hi" End-user selection

▼  
Main Menu presented to

main data presented to the user

1. Account Balance
2. Transaction History
3. FAQs



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## 2. Customer journey

The below customer,

customer engagement cycle when selecting the 'Update my details' item listed in the main menu.

Hi

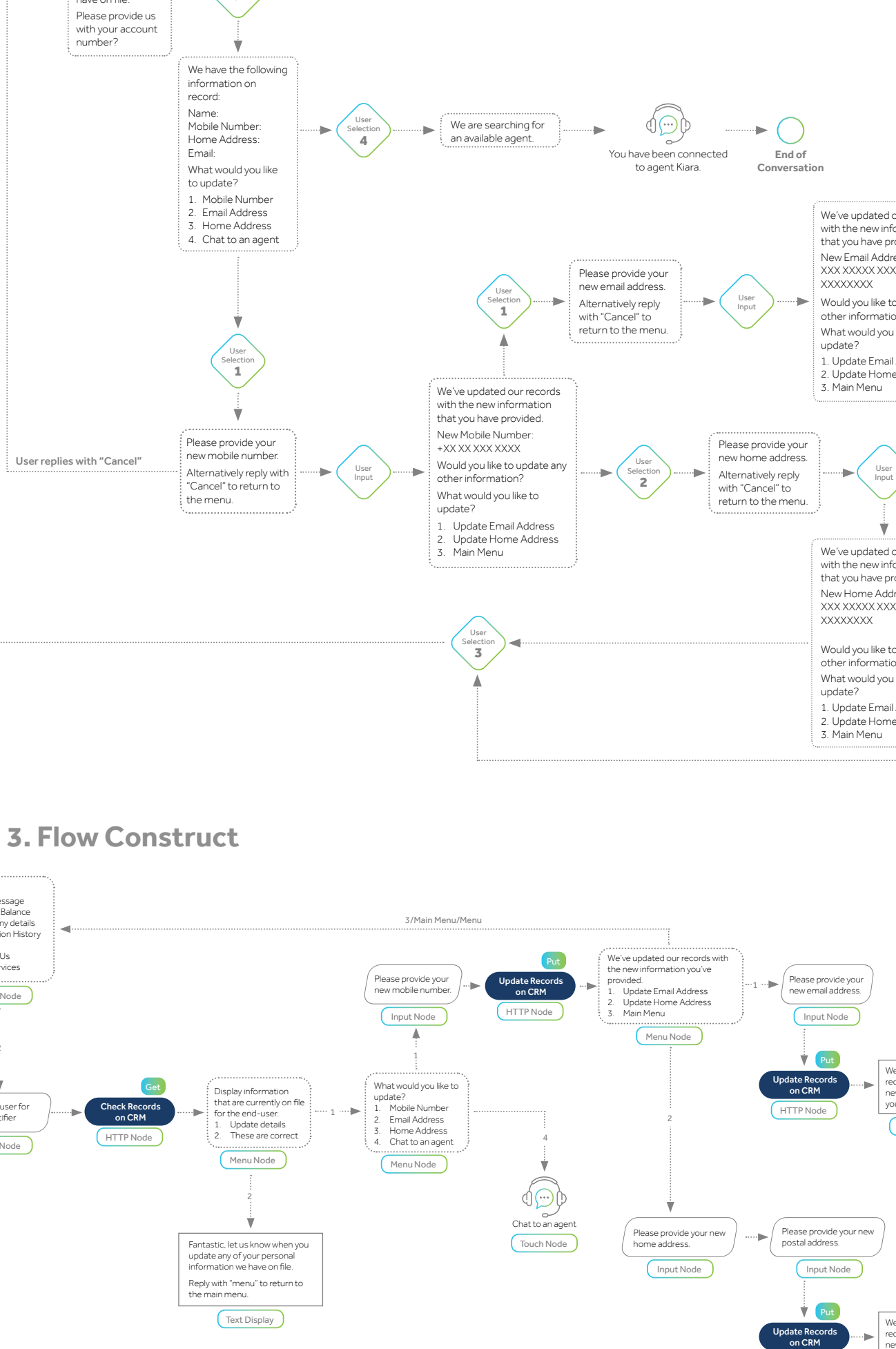
says "Hi"

presented

- End-user selection
- Menu presented to the end-user

```

graph TD
    A[Selection 2] --> B[We would like]
  
```



**Defining your Flowchart Steps**

Refer to the [Flow User Guide](#) for more information on how to configure each of the nodes shown in the diagram.

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