PIXXCEL

# THE 2-MINUTE AI LEAD CALLING SYSTEM

SARVAM AI + PABBLY | DEPLOYMENT PLAYBOOK




A PRIVATE IMPLEMENTATION ASSET BY PIXXCEL

PRIVATE ROOM

# THIS IS THE GLIMPSE

Deploy the mechanism now. Connect the wider revenue intelligence inside the private session.

## The goal is not to understand AI voice agents. The goal is to submit a fresh lead and receive a contextual AI call roughly two minutes later.




| | |
|---|---|
| 01 | **Build before the room**<br>Prove the mechanism before the private room session. |
| 02 | **Keep the scope clean**<br>No MQL, scoring or PIXXCEL internal CRM logic. Only Sarvam + Pabbly implementation. |

01

# ARCHITECTURE + TOOLS

See the whole mechanism and prepare the stack.




| | |
|---|---|
| 01 | **Capture**<br>Lead enters from form, funnel, CRM or ad platform. |
| 02 | **Receive**<br>Pabbly captures phone, name and context. |
| 03 | **Wait**<br>Delay by two minutes. |
| 04 | **Stream**<br>Send the lead into Sarvam. |
| 05 | **Call**<br>AI agent places the outbound call. |

**Required:** Sarvam AI, Pabbly Connect, a lead source, ChatGPT and one test phone number.

02

# DESIGN THE AGENT

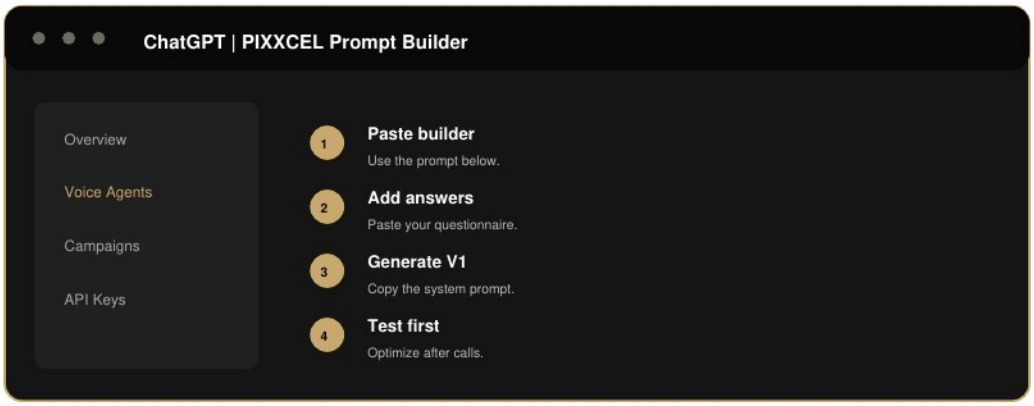
Answer these before writing the prompt.

| | | |
|---|---|---|
| 01 | Business + offer | _____ |
| 02 | Who receives the call | _____ |
| 03 | Trigger event | _____ |
| 04 | Single objective | _____ |
| 05 | First 10 seconds | _____ |
| 06 | Known context | _____ |
| 07 | Questions | _____ |
| 08 | FAQs | _____ |
| 09 | Unknown-answer behaviour | _____ |
| 10 | Tone | _____ |
| 11 | Languages | _____ |
| 12 | Never claim | _____ |
| 13 | Busy lead | _____ |
| 14 | Human handoff | _____ |
| 15 | Closing | _____ |

03

# PIXXCEL PROMPT BUILDER

Questionnaire in. Sarvam-ready system prompt out.

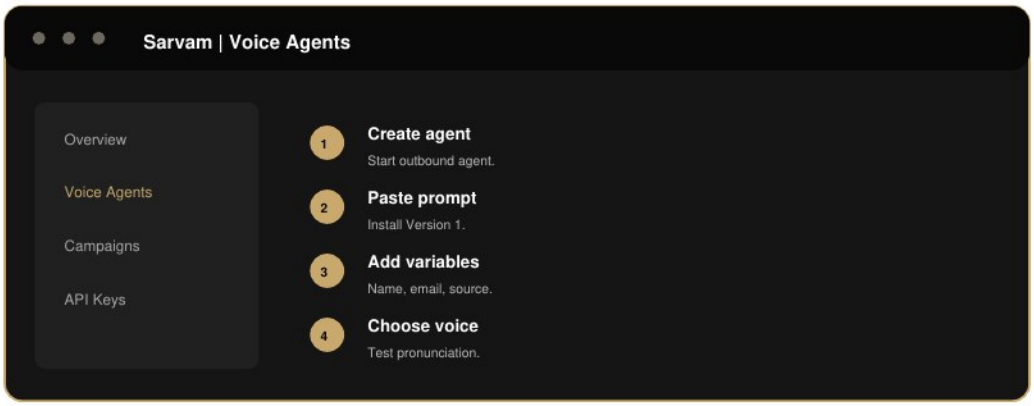



```
You are an expert conversational voice-agent architect.
Create a production-ready SYSTEM PROMPT for my outbound Sarvam AI voice agent.

Use my answers to define identity, one objective, why the lead is receiving the call,
known variables, a short opening, a conversational flow, one-question-at-a-time behaviour,
busy / interruption / human-handoff handling, no-fabrication guardrails and a clear closing.
Use {{variable_name}} where useful. Do not add MQL, scoring or hidden qualification labels.

Output only the final Sarvam-ready system prompt.

MY ANSWERS:
[PASTE ANSWERS]
```

04

# BUILD SARVAM

Create the agent, then create the outbound campaign.

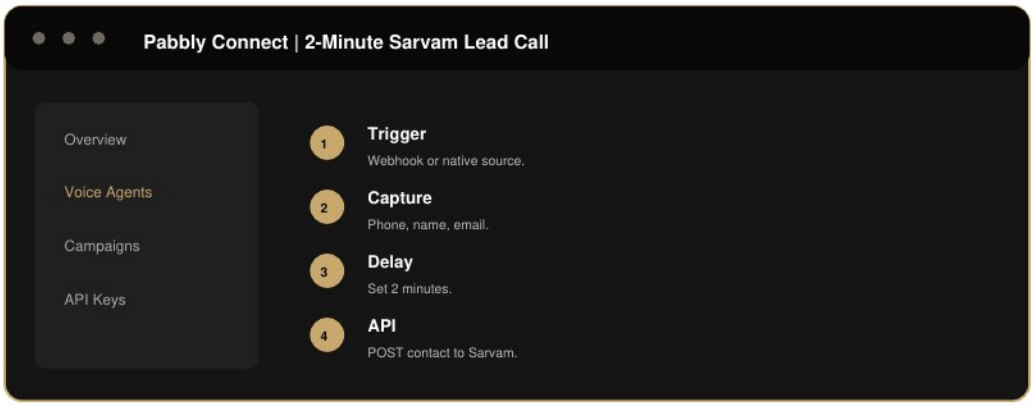



| | |
|---|---|
| 01 | **Agent**<br>Create and configure the voice agent. |
| 02 | **Variables**<br>Only add fields Pabbly will send. |
| 03 | **Manual QA**<br>Complete at least three test calls. |
| 04 | **Campaign**<br>Create one outbound campaign tied to the tested agent. |
| 05 | **Save IDs**<br>Organization, Workspace and Campaign IDs. |

05

# BUILD PABBLY

Trigger → capture → wait two minutes → API.







!

**Architecture rule**

Pabbly adds each new contact to the existing Sarvam outbound campaign. It should not create a fresh campaign for every lead.

06

# API + FIELD MAPPING

Map dynamic lead data into the existing campaign.

## Endpoint

```
POST https://apps.sarvam.ai/api/scheduling/v1/orgs/{ORG_ID}/workspaces/{WORKSPACE_ID}/campaigns/{CAMPAIGN_ID}/cohorts/stream
```

## Request body

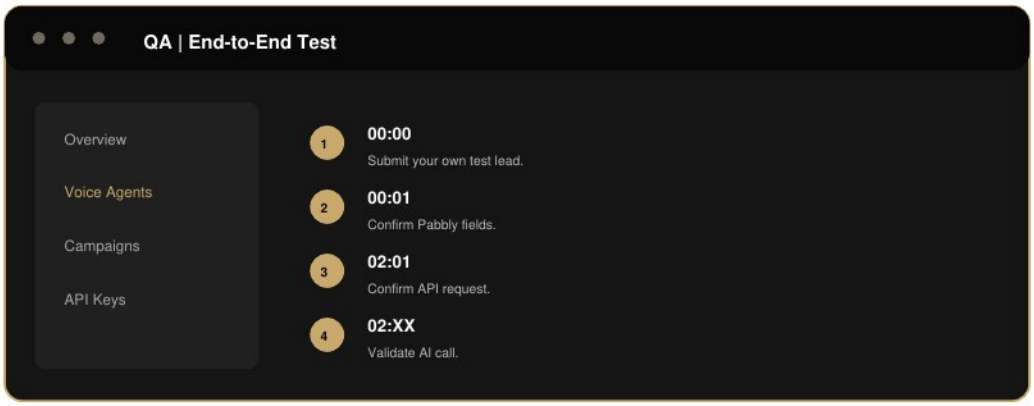
```
{
 "name":"fresh lead {{unique_value}}",
 "users":[{
  "user_phone_number":"{{lead_phone}}",
  "user_identifier":"{{lead_id_or_phone}}",
  "app_variables":{
   "customer_name":"{{lead_name}}",
   "email":"{{lead_email}}",
   "source":"{{lead_source}}"
  }
 }]
}
```

| | |
|---|---|
| A | **Phone**<br>Map to user_phone_number. Prefer E.164. |
| B | **Identifier**<br>Use lead ID or phone. |
| C | **Variables**<br>Only send variables that exist on the agent. |
| D | **Credentials**<br>Use current Sarvam workspace/API authentication and keep it secret. |

07

# TEST + DEBUG

Prove every layer before real traffic.




| | |
|---|---|
| 01 | **No trigger**<br>Check source → Pabbly connection. |
| 02 | **Blank phone**<br>Remap the dynamic phone field. |
| 03 | **API error**<br>Check IDs, JSON and variable names. |
| 04 | **No call**<br>Check campaign state, window and telephony. |
| 05 | **Robotic call**<br>Shorten instructions and monologues. |
| 06 | **Invented facts**<br>Strengthen no-fabrication guardrails. |

08

# GO LIVE

Do not activate real traffic until the test call works.

| | |
|---|---|
| 01 | **Sarvam account active**<br>CHECK |
| 02 | **Agent + prompt ready**<br>CHECK |
| 03 | **Variables created**<br>CHECK |
| 04 | **Voice tested**<br>CHECK |
| 05 | **Campaign created**<br>CHECK |
| 06 | **Telephony configured**<br>CHECK |
| 07 | **Pabbly workflow ready**<br>CHECK |
| 08 | **Trigger captured**<br>CHECK |
| 09 | **2-minute delay installed**<br>CHECK |
| 10 | **API configured**<br>CHECK |
| 11 | **Phone mapped**<br>CHECK |
| 12 | **Test request successful**<br>CHECK |
| 13 | **Test call received**<br>CHECK |
| 14 | **Conversation verified**<br>CHECK |
| 15 | **Workflow enabled**<br>CHECK |

## YOUR 2-MINUTE AI CALLING SYSTEM IS LIVE.

PRIVATE ROOM

# WHAT COMES NEXT

This playbook installs the mechanism. The private room connects the dots.

## You now have the first layer: a fresh lead enters, waits two minutes and receives a contextual AI call.




Inside the private room session, we go beyond the mechanics and unpack how conversation intelligence can connect with acquisition, follow-up and the wider click-to-cash journey.

**THIS IS THE GLIMPSE.**
**THE ROOM IS WHERE WE CONNECT THE DOTS.**