

Complete Feature Guide

A voice-first AI agent builder — design, deploy, and monetize intelligent voice, chat and phone agents for any business.

1. What is Sammvadam?

Sammvadam is a premium SaaS platform that lets anyone build production-grade AI agents that talk, chat and call. Built voice-first with Apple/Linear-inspired UX, it ships every channel a modern business needs — embedded voice widget, chat widget, and real outbound/inbound phone calls — without the user writing a single line of code.

- Voice-first product philosophy — speaking is the primary interface for end users.
- One agent, three channels: in-browser voice, in-browser chat, and real PSTN phone calls.
- Tailored flows for general businesses and specialized verticals (Hotel, Restaurant, Clinic, Hospital, School).
- Owner dashboard for agents, leads, bookings, billing, calls, and analytics.

2. Agent Builder & Occupations

A guided creation flow that adapts to the owner's occupation so every agent ships with the right behaviour out-of-the-box.

- Choose occupation: Hotel, Restaurant, Clinic, Hospital, School, or Other (with custom services).
- Vertical-aware setup sections — Hotel rooms, Restaurant menus, Clinic doctors/timings, Hospital departments, School classes/fees.
- Other-occupation flow with services list, knowledge text, and custom system instructions.
- Per-agent voice persona, language, and tone selection.
- Public share link for embedding or sharing the agent (/agent/:shareId).
- Service/meeting scheduling disabled automatically for business verticals where it doesn't apply.

3. Voice Agent (in-browser)

Real-time voice conversations powered by the Web Speech API and the Lovable AI gateway.

- Beautiful animated voice orb with live speaking / listening states.

- Natural turn-taking, interruption handling, and low-latency responses.
- Speaks money amounts in international format (e.g. 'one thousand five hundred rupees') and reads phone numbers digit-by-digit.
- Location requests trigger a Google Maps popup with the exact business pin (Copy Link / Open in Maps).
- Multi-language voice support per agent.

4. Chat Agent (in-browser)

A polished text channel for users who can't or don't want to speak.

- Streaming responses from the Lovable AI gateway.
- Same business knowledge, tools and flows as the voice agent.
- Inline Google Maps location card for address requests.
- Embed-ready widget for any website (/embed/:shareId).

5. Real Phone Calls (Twilio + ElevenLabs)

Bring-your-own Twilio number to give your agent a real PSTN presence.

- Inbound + outbound calls routed through Twilio with ElevenLabs Conversational AI for natural voice.
- Per-agent phone configuration page (/agents/:id/phone).
- Call logs with transcripts, recordings, duration and outcome.
- Phone minutes deduct from the owner's plan at 2× the rate to cover carrier costs.
- On phone, addresses are spoken aloud naturally — no URLs or markers leak into speech.

6. Vertical-Specific Booking Flows

Each business type ships with a tuned conversational flow and data model.

- Hotel — agents identify by hotel name, ask category / bed type / check-in & out / guests, and store the full booking summary (room type, quantity, dates, guests, total) in the booking record.
- Restaurant — menu-aware ordering and table reservations.
- Clinic — doctor selection, slot booking, patient details capture.
- Hospital — department triage and appointment requests.
- School — admissions enquiries, fee structure, class info.
- For these verticals the agent never offers 'schedule a meeting' flows — bookings are the primary action.

7. Leads, Bookings & Auto-Documentation

Every conversation turns into structured data the owner can act on.

- All bookings, call requests and meetings stored in the database with full context.
- Each agent gets its own Google Sheet and Google Doc — agents of the same owner never write into each other's files.
- Bookings sheet shows the complete booking detail (room type, quantity, check-in/out, guests, totals) in a single readable cell.
- Google Docs append a human-readable transcript of every booking, meeting and message.
- Connect Google account once from the dashboard; per-agent files are created on demand.

8. Owner Dashboard

A single command centre for everything an owner runs.

- Home overview with quick stats and recent activity.
- Agents index with create / edit / share / test actions.
- Calls log with filtering and per-call detail.
- Sheets view for browsing booking history in-app.
- Profile, settings and Google connection card.
- Admin tools for load, users and referrals (admin role only).

9. Authentication & Security

Built on Lovable Cloud with a strict role model.

- Email + Google sign-in (Google enabled by default).
- Authenticated route gate — protected pages live under `/_authenticated`.
- Row-Level Security on every public table with explicit GRANTS.
- Roles stored in a separate `user_roles` table via a security-definer `has_role()` function — no privilege escalation.
- Server functions guarded by `requireSupabaseAuth` middleware.
- Webhooks (Twilio, Google OAuth callback) verified before any state change.

10. Billing, Plans & Referrals

Monetization baked in from day one.

- Plan-based usage limits for chat, voice and phone minutes.

- Phone minutes consume credits at 2× rate to cover Twilio + ElevenLabs costs.
- Per-agent billing visibility (/agents/:id/billing).
- Referral program with shareable slugs (/r:slug) and admin referral management.
- Payments integration ready (Stripe / Paddle) via Lovable Cloud connectors.

11. Sharing, Embedding & Public Surfaces

Ship your agent anywhere on the open web.

- Public agent page at /agent/:shareId — works for anonymous visitors.
- Iframe-ready embed at /embed/:shareId for any website or landing page.
- SEO-ready landing page, privacy, terms, support, and sitemap.xml.
- Maintenance and suspended pages for graceful degradation.

12. Design System & UX

Premium, minimal and consistent across every surface.

- Apple / Linear / Arc-inspired aesthetic — glassmorphism, soft shadows, generous whitespace.
- OKLCH-based semantic color tokens (primary indigo → violet gradient).
- Inter typography, fluid motion, rounded corners.
- Reusable utility classes: glass, glass-strong, card-hover, text-gradient.
- Fully responsive across mobile, tablet and desktop.

13. Under the Hood (Tech Stack)

Modern, edge-ready, type-safe.

- TanStack Start v1 (React 19, Vite 7) deployed on Cloudflare Workers.
- Tailwind v4 with native CSS theme variables.
- Lovable Cloud (Postgres + Auth + Storage) as the backend.
- Lovable AI Gateway for LLM, TTS and STT — no per-key setup.
- ElevenLabs for phone-call voice, Twilio for telephony, Google APIs for Sheets/Docs/Maps.
- Strict TypeScript, server functions via createServerFn, RLS-protected data access.