

UNIFIED CUSTOMER COMMUNICATIONS · MULTI-TENANT SAAS

# Every **call** and every **chat**, on one platform.

Voice-Stream fuses a full cloud phone system with WhatsApp Business, a built-in CRM and AI agents — so one team answers the phone, the inbox and the pipeline from a single browser tab.

● Cloud PBX & WebRTC softphone

● WhatsApp Business inbox & bots

● CRM · QA · Campaigns · AI

**2-in-1**

VOICE + MESSAGING

**4 lines**

BROWSER SOFTPHONE

**1 inbox**

SHARED TEAM WHATSAPP

**100%**

WHITE-LABEL MULTI-TENANT

# Your customer is one person. Your tools think they're three.

Most teams buy voice, messaging and customer records separately — then spend every working day manually stitching them back together.

## TOOL 01

### The phone system

A PBX vendor holds your extensions, queues and recordings. It knows a number rang. It knows nothing about who called.

→ No customer context on screen

## TOOL 02

### The WhatsApp line

One phone passed around the office, or a personal account per agent. No assignment, no history, no oversight, no way to scale.

→ Messages missed, replies lost

## TOOL 03

### The CRM

A separate system updated after the fact — if anyone remembers. The call notes and the chat thread never make it in.

→ Records that are always behind

## WHAT IT COSTS YOU

× Agents alt-tabbing mid-call

× Context lost between channels

× No single quality standard

× Three vendors, three bills

# Two channels most businesses run as separate tools — under one roof.

Voice-Stream puts telephony, messaging and CRM on a single tenant-isolated platform, so nothing about a customer is more than one click away.



## Voice

A carrier-grade cloud PBX on Asterisk — extensions, queues, IVR, trunks and a browser softphone, with recording, QA and reporting built in.

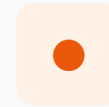
ASTERISK · PJSIP · WEBRTC · ACD



## Messaging

The official WhatsApp Business API as a shared team inbox — routing, chatbots, templated campaigns, interactive menus and quality scoring.

WHATSAPP CLOUD API · TELEGRAM · SMS



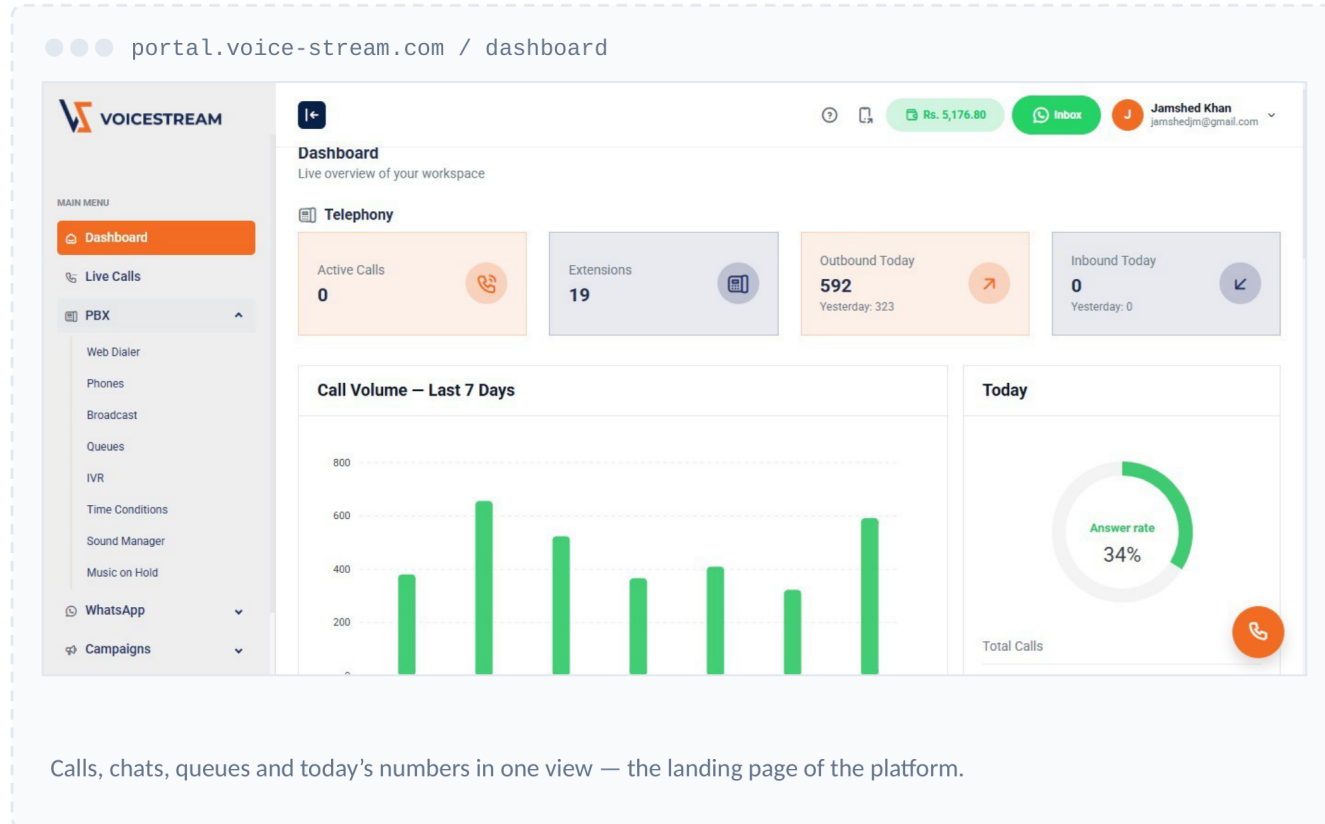
## Context

A CRM, AI agents and unified analytics sit under both channels — one customer record, one quality standard, one set of numbers.

CRM · QA SCORECARDS · AI AGENTS

# This is the whole business, on one screen.

Agents do not alt-tab between a phone system, an inbox and a CRM — they work all three from this one page.



## ● No tool-switching

- Phone, WhatsApp and CRM in one tab
- Softphone floats over any page
- Click-to-dial from any number

## ● Built around permissions

- Each role sees only its modules
- Agents get the dialer and inbox
- Supervisors get boards, QA, reports

## ● Your brand, your domain

- Served on your own white-label domain
- Your logo, colours and name
- Nothing says Voice-Stream to customers

# The PBX & contact-centre engine.

A complete phone system that runs in the browser — no desk phones, no on-prem hardware, no PRI lines. From a two-person office to a full outbound campaign floor.

Web softphone

IVR & routing

ACD queues

Conference & transfer

Recording & QA

Autodialer

# A phone system your team opens in a browser tab.

portal.voice-stream.com / softphone

Up to four simultaneous lines, IP-phone style — hold, mute, DTMF, blind and attended transfer, and multi-party conference by merging any live lines.

## Calling & devices

- WebRTC dialer — widget or full page
- Click-to-dial anywhere in the app
- HD voice and video calling
- Android app with push for calls

## Routing, queues & agents

- Inbound/outbound routes & SIP trunks
- IVR menus, time conditions, ring groups
- ACD queues with a live agent board
- Agent states — Break, DND, Manual
- DID's & caller-ID management
- Voicemail delivered to email

## Recording, reporting & campaigns

- MP3 recording, in-app playback
- Full CDR and a live-calls board
- Queue, activity & quality reports
- Autodialer with retries & quotas
- Lead groups, per-campaign caller ID
- Prepaid wallet, rates & rate plans

IN-CALL FEATURE CODES

**\*9** <ext> conference room**\*\*** <ext> pick up an ext**700** park the call**WSS :8089** encrypted media

# The control room behind the calls.

Supervisors watch the floor in real time and change how calls route without waiting on a vendor ticket.

portal.voice-stream.com / live-calls

VOICESTREAM

MAIN MENU

Dashboard

Live Calls 1

PBX

Web Dialer

Phones

Broadcast

Queues

IVR

Time Conditions

Sound Manager

Music on Hold

WhatsApp

Campaigns

Rs. 5,176.80

Inbox

Jamshed Khan

Live Calls

Calls in progress (auto-refreshes)

1 active

| Type  | From   | To     | Status  | Duration | Started    | Actions |
|-------|--------|--------|---------|----------|------------|---------|
| Queue | 983352 | 969387 | In call | 0:05     | 9:48:51 PM |         |

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Every call in progress, who is on it and how long the queue is — the board a supervisor keeps on the second monitor.

portal.voice-stream.com / call-flow

VOICESTREAM

Dashboard

Live Calls

PBX

Web Dialer

Phones

Broadcast

Queues

IVR

Time Conditions

Sound Manager

Music on Hold

WhatsApp

Campaigns

Call Reports

Administration

Rs. 5,176.80

Inbox

Jamshed Khan

Edit IVR

General

Menu Options 2

Advanced

DIALPAD

Click a key, then set where the call goes.

1 2 3

4 5 6

7 8 9

\* 0 #

CONFIGURED ROUTES

Key 1

Queue 415566

Key 2

Extension 983352

FALLBACK DESTINATION

Where to send the caller after the retries below are used up.

After invalid input

After no input (timeout)

Cancel

Save IVR

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Menus, time conditions and ring groups are edited in the portal — change the after-hours message yourself, in a minute.

# The WhatsApp Business platform.

A shared team inbox on the official WhatsApp Business API — multiple numbers on one account, chatbots, bulk campaigns and quality control, all tenant-scoped.

Shared inbox

Rule-based routing

Visual bot builder

Template campaigns

Buttons & lists

API & webhooks

# One WhatsApp inbox the whole team can actually work.

portal.voice-stream.com / whatsapp

Run several numbers on one WhatsApp Business Account — a reply always goes out on the number the customer originally messaged, so nothing looks like it came from a stranger.

## Shared inbox & routing

- Full-screen inbox for the team
- Assignment, teams, rule-based routing
- Attachments, voice notes, emoji
- Contacts & tags with auto-lead capture

## Chatbots & flows

- Visual builder — flows, menus, triggers
- IVR-style branching, variable capture
- Buttons and interactive list messages
- Graceful hand-off to a live agent

## Campaigns, QA & API

- Approved templates + number picker
- Bulk send on a paced async queue
- Rate-limit safe, delivery callbacks
- QA scorecards for chat conversations
- API keys, webhooks, callback secrets
- Telegram & SMS channels too

Nothing inbound is lost: every incoming message is queued and processed asynchronously, so a campaign spike never drops a customer reply.

# Automation that hands over cleanly.

Build the flow once, reach thousands on approved templates, and let a person step into the same thread the moment the bot runs out of road.

portal.voice-stream.com / chatbot

Drag out menus, capture variables and set the keyword that escalates to a human — no developer in the loop.

portal.voice-stream.com / campaigns

Bulk sends run on a paced async queue that respects WhatsApp rate limits, with delivery and read status per contact.

# The value isn't two products. It's that they share a brain.

A call and a WhatsApp chat from the same person are the same customer. Here is what a single enquiry actually looks like on Voice-Stream.

## STEP 01

### Call rings in

An inbound call hits a queue; the number is matched against the tenant directory in real time.

VOICE

## STEP 02

### Screen-pop

The caller's CRM record opens automatically beside the softphone — name, history, open queries.

CRM

## STEP 03

### Handle & log

The agent talks, adds notes, raises a lead or query; the recording files itself against the record.

CRM

## STEP 04

### Follow up on WhatsApp

One click opens — or creates — the same customer's chat to send the quote or template.

MESSAGING

Four steps, **one browser tab, zero copy-paste**. No agent types a phone number into a second system, and no manager reconciles two sets of reports at month end.

# The CRM underneath both channels.

## One agent workspace

The softphone, the WhatsApp inbox and the CRM record live in the same browser tab. Context follows the customer across voice and chat instead of living in an agent's memory.

[Screen-pop CRM](#)[Caller lookup API](#)[Click-to-dial](#)

## One CRM & one QA standard

Customers, leads, queries, documents, notes, payments, products, invoices and custom fields underpin both channels — and the same scorecard engine grades a recorded call and a WhatsApp conversation alike.

[Leads & queries](#)[Invoices & payments](#)[Custom fields](#)

The screenshot displays the Voicestream CRM interface within a browser window. The address bar shows 'portal.voice-stream.com / crm'. The interface includes a sidebar menu with options like Dashboard, Live Calls, CRM (highlighted), Customers, Products & Services, Reports, Caller Lookup API, PBX, WhatsApp, Campaigns, Call Reports, and Administration. The main content area shows a customer record for 'Quad Connect' (ID: 447520692980). It features a 'Lead' status, a 'WhatsApp' button, and a 'Convert' button. Below this, there are summary cards for 'Invoiced' (13,500), 'Paid' (6,500), and 'Balance' (7,000). A tabbed interface at the bottom shows 'Overview' (selected), Documents, Notes (3), Invoices (3), Payments (2), Statement, and Activity. The 'Personal' section includes fields for Full name (Quad Connect), Source (inbound), Date of birth (dd-yyyy), and Gender.

The same record an agent sees on a screen-pop: identity, open queries, past calls and chats, documents and payments — in the tab they were already working in.

# One quality standard, one set of numbers.

The same scorecard engine grades a recorded call and a WhatsApp conversation, and both land in the same reports.

portal.voice-stream.com / qa

VOICESTREAM

PKR 492.00

Inbox

Company Owner  
admin@marham.pk

MAIN MENU

Dashboard

Live Calls

PBX

WhatsApp

Call Reports

Queue

External

Internal

Activity

Quality

Call QA

Agent Activity

Administration

Call QA review

0% Fail

0/100 pts · pass ≥ 80%

Call quality - reviewed by Company Owner · 9/14/2026, 2:34:20 AM

% CALL

Caller 03314052445

Agent admin (548587)

Direction Outbound

Disposition ANSWERED

When 9/13/2026, 9:30:15 PM

Recording

SCORECARD

Professional greeting & branding 10

Verified the caller / captured the need 15

Accurate, complete information 25

Professional tone, clarity & empathy 15

Good hold / dead-air etiquette 10

Resolved or set a clear next step 15

Proper call closing 10

Rude / unprofessional Fatal

Gave wrong information Fatal

card

Score

ality Fatal - 0%

ality 0% - Fail

Export

Close

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Define the criteria once. A supervisor scores a call today and a chat tomorrow against exactly the same standard.

portal.voice-stream.com / reports

VOICESTREAM

PKR 492.00

Inbox

Company Owner  
admin@marham.pk

MAIN MENU

Dashboard

Live Calls

PBX

WhatsApp

Contacts

Chatbot

Templates

Campaigns

Buttons & Lists

Reports & Hours

Quality Assurance

API & Webhooks

Call Reports

Chat Reports & Hours

Team performance, routing and business-hours

Reports

Transfers & Routing

Audit Log

Business Hours

From 08-Sep-2026 To 14-Sep-2026 Number All numbers

Refresh

Export

Conversations 18965

Resolved 2714 14%

Avg first response 10h 46m

Still open 16251

Awaiting reply 15354

By agent

| Agent                    | Conversations | Resolved | Resolve % | Avg 1st response |
|--------------------------|---------------|----------|-----------|------------------|
| bazila.nasir@marham.pk   | 337           | 3        | 1%        | 10h 13m          |
| sanober.shahid@marham.pk | 336           | 0        | 0%        | 13h 58m          |
| mina.nasir@marham.pk     | 124           | 10       | 8%        | 13h 56m          |
| seemalamir@marham.pk     | 115           | 1        | 1%        | 12h 10m          |

By team

Unsupported Customers Team

Women Skin Patient PC

Website Live Chat Support Team

Queue performance, agent activity, call quality and messaging volume — without exporting two systems into a spreadsheet.

QUALITY & REPORTING

13

# AI agents that answer the phone and the chat.

Voice-Stream ships conversational AI on both channels — a bot greets, qualifies and resolves, then hands a warm context to a human the moment it matters.

## AI voice bots

Realtime voice agents answer live calls through Asterisk on streaming speech models — plus “smart bots” that chain speech-to-text, an LLM and text-to-speech (ElevenLabs, Google, Azure). They book appointments, answer FAQs and capture orders end to end.

Realtime voice

STT → LLM → TTS

Knowledge bases

## WhatsApp chatbots

Design branching flows visually, or let an AI bot answer from a knowledge base. Keyword triggers, admin flow-switching and clean human hand-off keep automated and live conversation in one continuous thread.

Visual flows

KB-grounded answers

Human hand-off

The bot and the agent work the **same thread and the same customer record** — so a hand-off is never a fresh start for the customer.

# One platform, shaped to the business running on it.

Because voice, WhatsApp and CRM are already joined, each industry gets an end-to-end flow instead of a stack of disconnected tools.

## ● Travel agencies

Capture a travel query from a call or WhatsApp — destination, dates, pax, services — then quote, follow up and take payment against one lead.

Flow · **call** → **query** → **quote** → **WhatsApp**

## ● Clinics & healthcare

Appointment booking and reminders over WhatsApp, an IVR for the front desk, and a shared inbox so no patient message is missed.

Flow · **book** → **remind** → **confirm**

## ● E-commerce & Shopify

Order events trigger automated calls, SMS or WhatsApp — confirmations, COD verification and delivery updates, per store.

Flow · **order event** → **call / WA reply**

## ● Fleet & alarm monitoring

Device and tracker alerts ingest into the platform and fire automated call and WhatsApp alerts with feedback capture and logs.

Flow · **alarm ingest** → **auto-dial** → **log**

## ● Call centres & BPO

Queues, agent-activity boards, QA scorecards and outbound campaigns with quotas — the full contact-centre toolkit, multi-tenant.

Flow · **queue** → **QA** → **campaign**

## ● SMB & retail

A ready chatbot for menus, bookings and FAQs — from a café or nursery to a restaurant — with a human always one tap away.

Flow · **bot** → **hand-off** → **sale**

# Built as a real multi-tenant SaaS.

Every company is isolated, every module is permissioned, and each tenant can run the platform on its own branded domain.

## Multi-tenant isolation

Per-company data separation across telephony, messaging and CRM — your calls, chats and records never touch another tenant's.

## Granular RBAC

Roles and per-page module permissions. Grant a campaign agent exactly the dialer, and nothing else.

## White-label domains

Host-based branding, so each tenant serves the app on its own domain under its own name and logo.

## Security hardening

Encrypted WebRTC media, authenticated Redis, firewall and fail2ban integration against SIP scanning.

## STACK

Django REST

React + TypeScript

Asterisk PJSIP

WebRTC · coturn

Celery + Redis

WhatsApp Cloud API

Realtime AI via ARI

Async processing across both channels means **no inbound message and no call event is lost** when volume spikes — the queue absorbs it.

# Reach out at scale — and control who can.

Outbound campaigns run to a schedule and a quota, and every module sits behind a permission you set, page by page.

## Autodialer campaigns

- Lead groups with scheduling and retries
- Per-campaign caller ID and plan quotas
- Broadcast blasts with status logging

## Spend under control

- Prepaid wallet with live balance
- Call rates and per-tenant rate plans

## Permissions, page by page

- View, add, edit and delete per module
- Record scope — own, team or all company
- Roles restored to defaults in one click

portal.voice-stream.com / roles-permissions

The screenshot displays the 'Edit Role' modal in the VoiceStream application. The modal contains a table with columns for 'Module', 'View', 'Add', 'Edit', 'Delete', 'All', and 'Records'. The 'Records' column includes a dropdown menu for selecting the record scope. The 'Administration' menu item in the sidebar is highlighted.

| Module             | View                                | Add                                 | Edit                                | Delete                              | All                                 | Records     |
|--------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------|
| PBX PAGES          |                                     |                                     |                                     |                                     |                                     |             |
| Phones             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Broadcast          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Queues             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| IVR                | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Time Conditions    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Live Calls         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Providers / Trunks | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |
| Outbound Routes    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | All company |

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Every PBX, WhatsApp, CRM and reporting page is a separate permission — grant a campaign agent the dialer and nothing else.

# Voice-Stream vs. a stack you assemble yourself.

The alternative isn't "nothing" — it's a PBX vendor, a WhatsApp inbox tool and a CRM, plus the integration work to make them speak.

|                  | ASSEMBLED STACK                                       | VOICE-STREAM                                             |
|------------------|-------------------------------------------------------|----------------------------------------------------------|
| Customer context | Agent searches the CRM by hand while the caller waits | Screen-pop opens the record as the phone rings           |
| Channel hand-off | Copy the number, switch tools, start a new thread     | One click from the call to that customer's WhatsApp chat |
| Quality control  | Call QA in one tool, chat QA nowhere                  | One scorecard engine grades recordings and chats alike   |
| Reporting        | Two exports, reconciled in a spreadsheet              | Unified analytics across voice and messaging             |
| Automation       | Separate bot vendors per channel, if any              | AI voice bots and WhatsApp bots on the same records      |
| Commercials      | Three vendors, three bills, three support queues      | One platform, one tenant, one relationship               |

# From first call to live floor.

Onboarding is configuration, not construction — the modules are already built, so the work is shaping them to how your team actually answers customers.

**STEP 01****Tenant & numbers**

Your company is provisioned as an isolated tenant on your own branded domain; DIDs and SIP trunks are connected.

**STEP 02****Flows & roles**

IVR menus, queues, business hours and agent roles are configured; extensions go live in the browser softphone.

**STEP 03****WhatsApp & bots**

Your WABA numbers are attached, templates submitted, and the first chatbot flow is built and tested.

**STEP 04****Data & go live**

Customers and leads are imported, scorecards defined, agents trained — then the floor answers everything in one tab.

**What you'll need from your side**

A Meta Business account for WhatsApp verification, your existing numbers or a willingness to port them, and one person who knows how calls should route today.

**What stays flexible**

Custom fields, scorecards, bot flows and campaign rules are all self-service — you change them yourself, without raising a ticket.

NEXT STEP

# Answer everything from one place.

Give your team the phone, WhatsApp and the customer's whole history on a single screen — and let AI cover the rest.

01

## Live walkthrough

A 30-minute session on the real platform — we'll dial in, pop a record and send a WhatsApp template on the call.

02

## Your own tenant

A trial tenant provisioned with your branding, a test number and your own flows to try against.

03

## Rollout plan

A written plan for numbers, routing, WhatsApp verification and agent training, costed for your team size.

[Book the walkthrough →](#)

[portal.voice-stream.com](https://portal.voice-stream.com)