How to use the call cost worksheet

The worksheet works out a monthly estimate using the zlicx billing formula. Open it in Excel, Google Sheets or LibreOffice. Edit the rows marked INPUT, and leave the rows marked RESULT alone.

Before you start

The sample numbers are placeholders chosen to keep the sums simple. They aren't quotes, and they aren't typical results. Provider rates depend on your models, carrier and destination, so replace them with your own. All amounts are in Indian rupees. Check the current pricing, since the markups in this sheet may have changed after you downloaded it.

What to enter

Row	Where to get it	Note	Watch for
Calls per month	Your phone system or plan	Count every attempt	Outbound attempts exceed answers
Share connected	Past campaign or a small test	0.6 means 60%	Differs by hour and list quality
Minutes per connected call	Pilot call logs	Use the average	Long prompts make longer calls
AI cost per minute	zlicx usage in a test call	Before the 5% markup	Depends on models used
Telephony cost per minute	Your carrier's rate	Before the 20% markup	Set to 0 with your own trunk
Your carrier's bill	Your carrier contract	Use only with your own trunk	Billed by the carrier, not zlicx
Numbers	Your plan	Count of rented numbers	Each costs ■200 per 30 days plus GST
Share needing a person	Pilot call logs	0.1 means 10%	Include callbacks
Minutes and hourly cost	Your staffing costs	For the follow-up work	Often the forgotten line

How to read the results

The monthly total is an estimate, and it's only as good as the inputs. Replace each placeholder with a measured value from a small test before you use it in a budget.

Cost per connected call tells you more than cost per minute, because a shorter call is usually better for both you and the caller.

The sheet adds GST on what you pay zlicx. It doesn't include other taxes, one-time setup work or your engineers' time, so add those separately. It doesn't estimate savings either, because that depends on what your calls cost today. Compare it with your own figures, for the same volume and the same period.