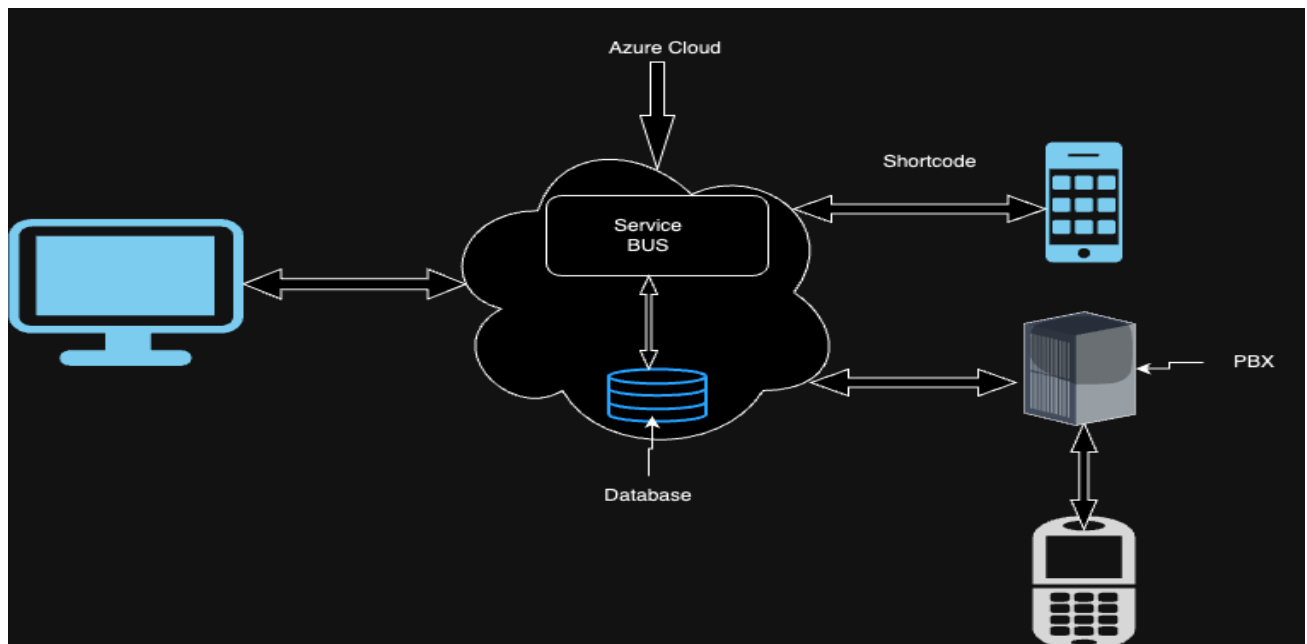**Design Overview**

Key Components

1. PBX Input Integration

- **Functionality**:
  The system integrates with a toll-free PBX service to handle incoming voice calls.
- **Workflow**:
  - **Call Reception**:
    - The system receives toll-free calls via the PBX.
  - **Call Processing**:
    - The system captures and processes the audio recording of the call.
  - **Data Storage and Management**:
    - The processed call recordings are uploaded to Azure Cloud for safekeeping.
  - **Presentation**:
    - Internal staff can access recordings through a web-based interface, with filters for easy retrieval.

2. Shortcode Input Processing

- **Functionality**:
  The system supports text-based communication via shortcodes to facilitate quick customer interactions and responses.
- **Workflow**:
  - **SMS Reception**:

- The system receives incoming SMS messages sent to specific shortcodes.
- Each SMS is parsed to identify the sender, timestamp, and message content.

o **Response Facilitation**:
- The system determines the required response based on predefined rules.
- A response is sent back to the sender, ensuring real-time communication.

o **Data Storage**:
- Both the incoming messages and responses are stored in the Azure Cloud for future reference.
- Relevant data maintained in the database.

o **Processing and Analysis**:
- The system processes stored messages to generate insights or reports for internal staff.

o **Presentation**:
- Authorized personnel can view SMS Data, analyze trends, and retrieve messages from an intuitive dashboard.