Cailub

LAILA – AI RECEPTIONIST · STEP-BY-STEP GUIDE

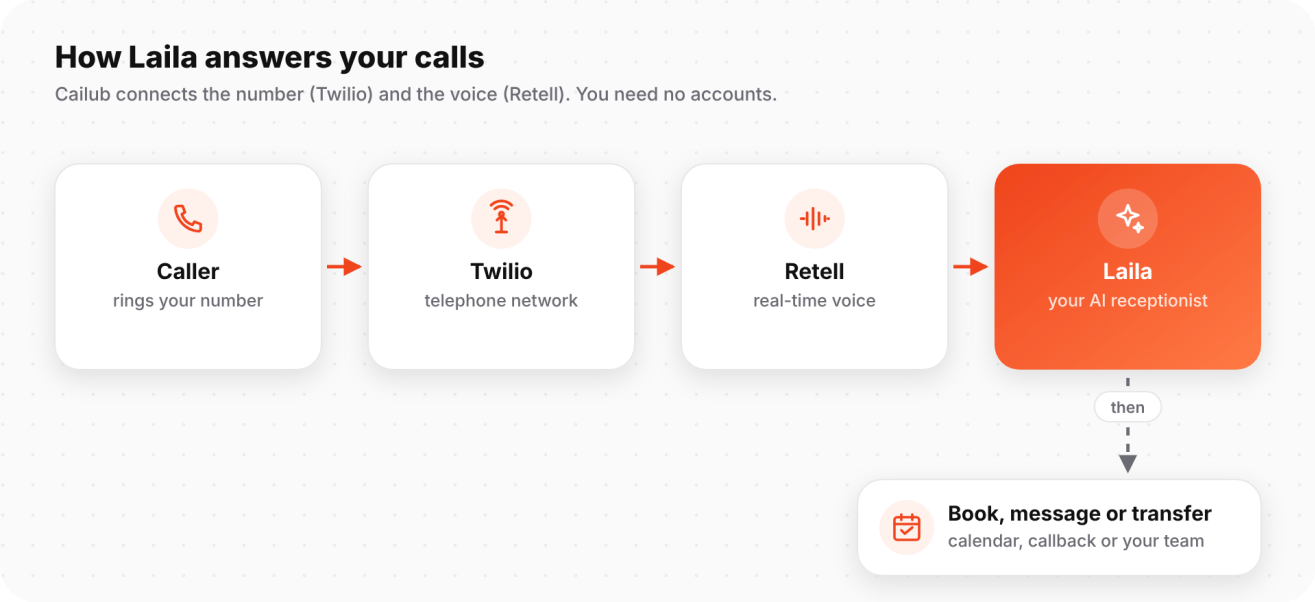
Setting up Laila, your AI receptionist

Generated 03 November 2026 · EN

This guide is written for your business. Laila answers your phone, books appointments and takes messages. Cailub connects the telephone number (through Twilio) and the voice service (through Retell); you never need accounts with either.

TIME NEEDED	YOU'LL NEED	WHO DOES WHAT
20 to 30 minutes, plus any regulator checks	Your business details and, for some numbers, an address document	You choose and test; Cailub connects the phone and voice services

How it works

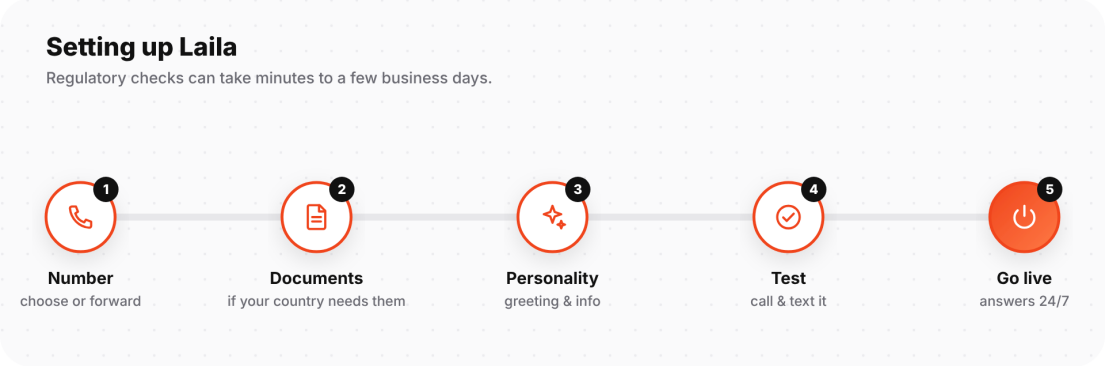


Step by step

1 Choose your number

Open Phone & SMS › Phone number. Pick the country, then a local, mobile or freephone number. UK numbers are the default; Ireland, the US and Australia are also offered where Cailub has enabled them.

What you should see: The number shows as Connected.



2 Provide any regulatory details

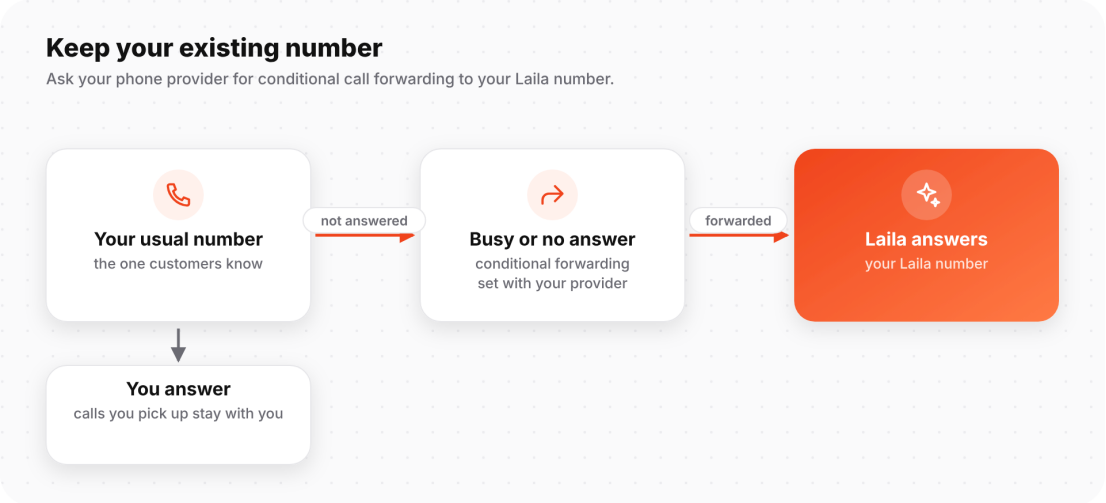
Some countries and number types need a business address and supporting documents before a number can be issued (this is a rule of the telephone regulator, not Cailub). The Phone number tab lists exactly what's needed and lets you upload it. Approval can take from minutes to a few business days.

What you should see: The status changes from Awaiting verification to Connected.

3 Or keep your existing number

You can keep the number your customers already know and forward calls to your Laila number. Set call forwarding with your phone provider (for example “forward when busy or unanswered”). The exact steps depend on your provider; ask them for “conditional call forwarding”.

What you should see: A call to your usual number that isn't answered reaches Laila.



4 Tell Laila about your business

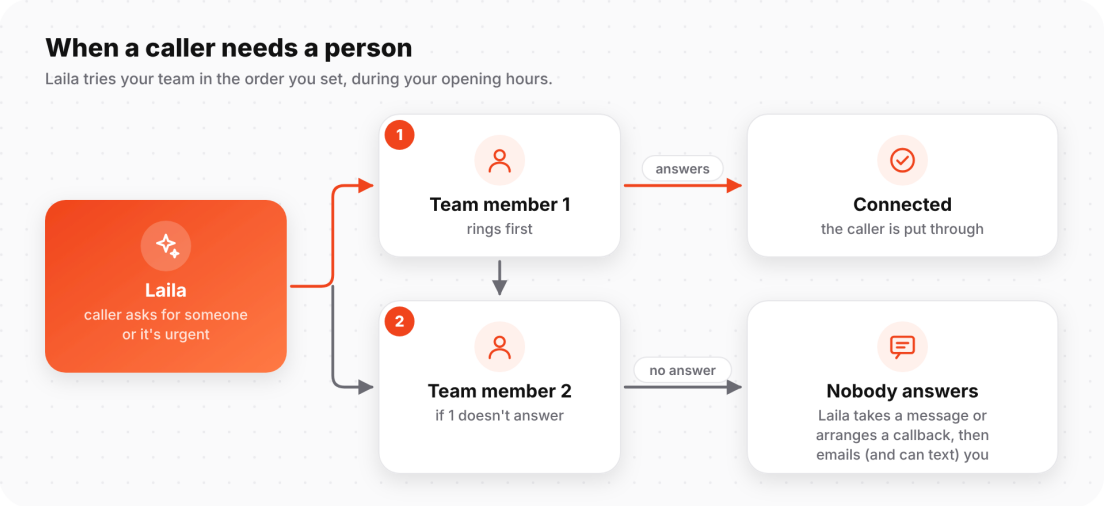
Open Branding & Personality. Check the greeting, your opening hours, services and anything callers often ask. Laila only uses what's here and on your website.

What you should see: Laila answers test questions correctly.

5 Transfers to a person (Growth and Business plans)

Open Branding & Personality › Transfers to your team and add the staff numbers to try, in order, and when Laila should transfer (the caller asks, or an urgent issue). If nobody answers, Laila takes a message.

What you should see: A test call that asks for a person rings your phone.



6 Text messages

Texts confirm bookings and reply to customers who text your number. Customers can reply STOP at any time. Sending texts to US numbers needs US texting registration first (Phone & SMS › Texts tab).

What you should see: A test text to your number gets a reply.

7 Test incoming calls

Call your Laila number from another phone. Ask a question, ask to book and ask for a person.

What you should see: Laila greets callers as your business and handles each request.

8 Go live

When the tests are right, press Go live in the “Get set up” checklist on the Overview tab. The safety checks run first.

What you should see: The status changes to Active and calls are answered 24/7.

If something isn't right

Calls aren't answered
Check the number shows Connected and the service is Active. If you forward from another number, check the forwarding is switched on with your provider.

Transfers don't ring
Check the staff numbers include the country code and that your plan is Growth or Business.

Texts to US numbers fail
US texting registration must be approved first. Calls keep working while it's pending.

The number is stuck awaiting verification
Open the Phone number tab to see which document is missing. Uploading a clear, current document usually resolves it.

Twilio: phone number regulatory requirements:
https://www.twilio.com/docs/phone-numbers/regulatory/getting-started
Google Calendar Help: https://support.google.com/calendar

If Cailub installs it for you: what we'll need

BEFORE WE START

Your business details
The phone regulator needs to know who the number belongs to.
Your business's legal name, its address, and the name of the person responsible. For a UK number, the address must be in the UK.

Documents, only if your number type needs them
Some countries and number types need proof of address before a number is issued.
Usually a recent utility bill, bank statement or business-rates letter showing your business name and address. We'll tell you exactly which one before anything is bought.

New number or your existing one
Laila can have her own number, or answer calls you don't pick up on your current number.
Tell us which you prefer. To keep your number, we'll explain how to switch on "conditional call forwarding" with your phone provider (it takes a few minutes).

How you'd like calls handled
So Laila sounds like your business and says the right things.
Your opening hours, services, prices you're happy to share, the questions callers ask most, and anything Laila should never say.

CONNECTING YOUR TEAM, AFTER INSTALLATION

Your team for call transfers (Growth and Business plans)

So Laila can put callers through to a real person.

The mobile or landline numbers of the people to try, in order, and when (for example: caller asks for someone, an urgent problem, a complaint). They don't need an app or an account: their phone simply rings. If nobody answers, Laila takes a message and emails (and can text) you.

Who gets messages and summaries

Every call gets a short written summary.

The email address for call summaries and messages, and a mobile number if you'd like a text for urgent ones.

Your calendar (if Laila books appointments)

So Laila only offers times you're free and never double-books.

Same as the chatbot: we book a short call or send a link, and you press "Connect Google Calendar" yourself, because only you can sign in to your Google account. One calendar connection works for both the chatbot and Laila.

We'll never ask for passwords by email or phone. Where we need access, you invite us with our own login, and you can remove it as soon as we're done. You'll also sign an installation authorisation in your dashboard, listing exactly what we'll access.

Prefer us to handle the installation?

Let Cailub handle the technical setup and integration for you.

One-off installation: £299

Installing the chatbot and Laila together is one project, charged once. Request it from your dashboard (Guides › Ask Cailub to install it) or at https://cailub.com/laila#pricing

Need help? Open Support in your dashboard and we'll reply. Cailub is a trading name of Lyndon Mukandavire (UK sole trader) · ICO registration ZC289253