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VOICE AGENTS FOR BUSINESS

# Maia Voice

**AI calling, booking,  
and business workflows.**

Answer inquiries, qualify callers, book appointments, and move the conversation to its next step.

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## Structurely / 21X

A script-guided agent with business knowledge, appointment setting, and configured integrations.

## Custom voice agent

A bespoke agent with real-time CRM or database access, custom booking links, and fully custom workflows.

MAIAOS + STRUCTURELY / 21X

**US\$2,000**

one-time setup

**US\$1,000**

per month

Unlimited phone usage included. Custom builds use the same service fees, with provider usage billed separately.

# Capabilities

Choose the configuration around what the agent needs to do during a call.

## STRUCTURELY / 21X

### Conversation

Configured scripts, qualifying questions, approved responses, and handoff rules.

### Business knowledge

Answers from a business knowledge base and configured question-and-answer guidance.

### CRM and database actions

CRM sync and supported actions through the platform's configured integrations.

### Appointment booking

Appointment setting using supported calendars, availability rules, or scheduling links.

### Workflows

Qualification, follow-up, callbacks, and transfers within configured platform workflows.

## CUSTOM MAIA VOICE

A custom conversation flow that makes decisions using live information from your systems.

Business knowledge plus real-time lookups of customer, lead, order, or service records.

Read and write your CRM or database in real time: retrieve records, update fields, and create the next action.

Custom booking links, calendars, and availability logic, with related CRM or database updates.

Fully custom workflows across your CRM, database, booking system, and other connected tools.

This compares our standard Structurely configuration with a custom build. Structurely also offers advanced APIs and custom tools on selected plans. Each agent's connected actions are built and enabled within the agreed scope.

# Delivery & pricing

The voice technology and the team managing it are separate parts of the purchase.

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## 01 MaiaOS + Structurely

**US\$2,000 setup**

**US\$1,000 / month**

MaiaOS sets up and manages the script-guided agent, knowledge base, booking flow, and agreed integrations.

Best fit: a repeatable calling and booking process with one team responsible for delivery.

Trade-off: customization follows the selected platform and agreed integration scope.

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## 02 Structurely direct

**Platform fee by quote**

**+ metered usage**

Purchase access, onboarding, and support directly from Structurely / 21X. The MaiaOS managed service is not included.

Best fit: a team that wants the provider relationship and can own implementation and ongoing operations.

Trade-off: compare the full platform, onboarding, usage, and support quote before judging savings.

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## 03 Custom Maia Voice

**US\$2,000 setup**

**US\$1,000 / month + usage**

MaiaOS builds around your systems: live CRM/database reads and writes, custom booking links, and custom workflows.

Best fit: calls that need business-specific decisions and actions across multiple connected systems.

Trade-off: provider bills vary with use, and bespoke integrations require ongoing maintenance.

# Monthly cost comparison.

## Illustration: 1,000 US/Canada outbound minutes.

The same volume, compared on the published component rates.

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### MaiaOS + Structurely / 21X

**US\$1,000**

Unlimited phone usage in the MaiaOS package.

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### Structurely / 21X direct

**Quote + from US\$70**

Quoted platform fee + voice usage from US\$0.07/min.

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### Custom Maia Voice

**US\$1,094 + other costs**

US\$1,000 service fee + about US\$94 in speech and phone usage.

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## The US\$94 component estimate

ElevenLabs Speech Engine:  $1,000 \times \text{US\$}0.08 = \text{US\$}80$ .

Twilio outbound phone calls:  $1,000 \times \text{US\$}0.014 = \text{US\$}14$ .

Both MaiaOS options have US\$2,000 one-time setup. The custom example is US\$94 higher per month before other costs. The direct-purchase difference depends on the provider's complete quote.

Custom estimates exclude provider minimums, language models, hosting, numbers, streaming, recording, and storage. Rates depend on destination, plan, and concurrency. The provider's starting rate requires a quote.

Rate sources: [Structurely / 21X](#) · [ElevenLabs](#) · [Twilio](#)

Capabilities: [Structurely Call AI guide](#) · [Scheduling guide](#)