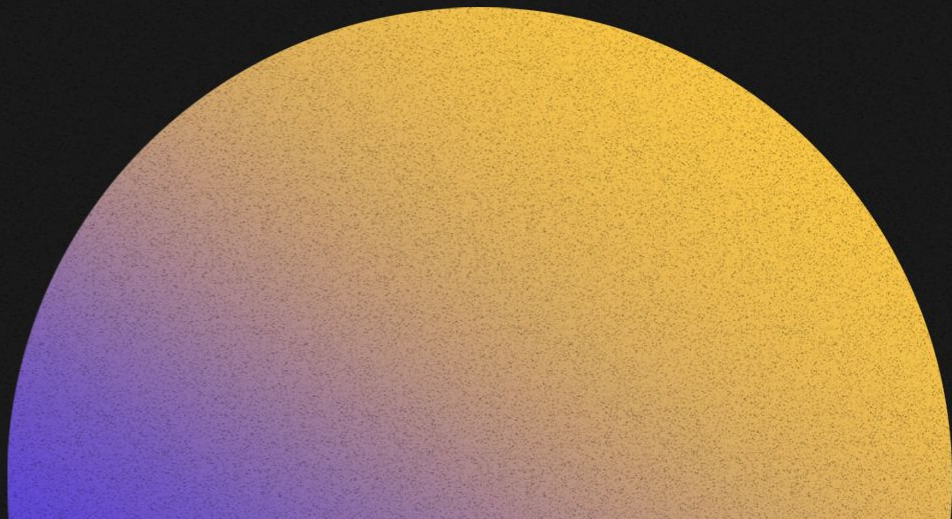
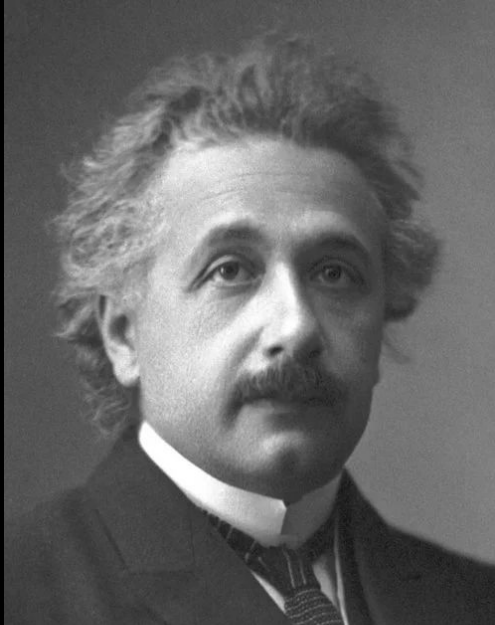


Conversation intelligence

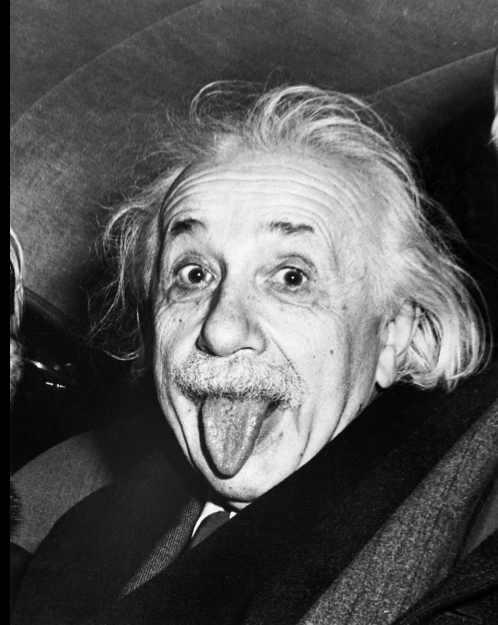
Discussion on memo and next steps

INTERNAL ONLY





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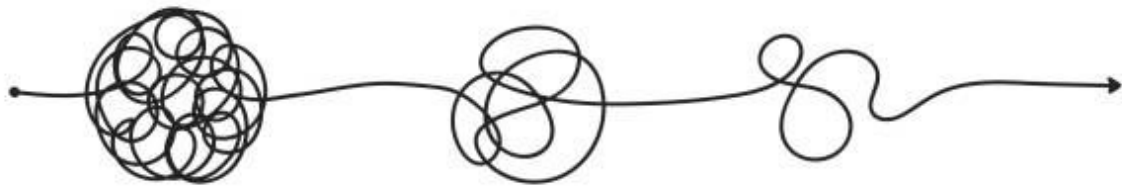


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Ground rules

1. **Goal is to facilitate discussions and spark ideas.** The memo is a summary of multiple discussions, it is not a decision.
2. **All of us are equal stakeholders,** anyone can contribute - suggest ideas, give feedback
3. **All opinions matter**
4. There is **no stupid idea**, there is **no stupid question**
5. **Conflicts and difference of opinion is inevitable**
6. Our focus is **faster iterations, feedback loops and validation**





WE ARE HERE

Mission

Enable customers to find the **truth** in their conversations

An insight is the smallest unit of truth

Insight → Action

Insights from conversation intelligence are **most useful for people that lead teams or business processes.**

Key personas

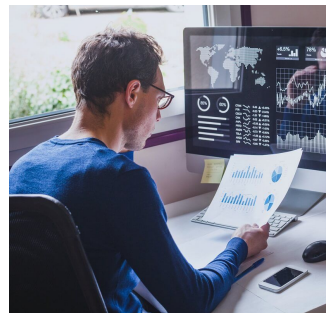
Consumers

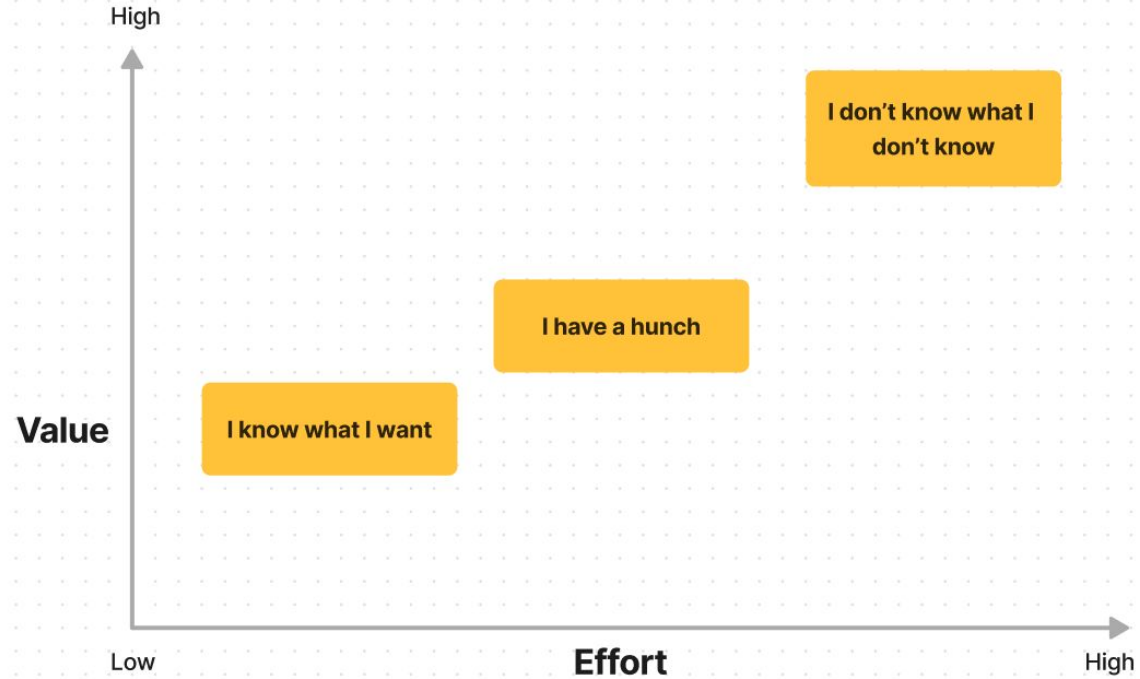
- Interested in consumption of insights
- Goal is to get insights in the fastest and most efficient way possible
- E.g., CXOs, Directors, Supervisors, QA leads, QA,



Miners

- Primary job is to derive insights for the Consumers.
- Focus is on building and extracting insights accurately and with speed
- E.g., speech analysts, business analysts, etc.





Types of workflows

Eg. Insight to help make a decision

Users care about outcomes, not
mechanisms

Eg. Moment builder, reporting tool

Imagine a world where our users can derive insights at the speed of thought, or better yet, even before they think about it.

Some mental models and ideas

Oracle AI

GPT for conversations

R Create a dummy dataset of pet shop sales in the past year?

Sure, here is an example of a dummy dataset of pet shop sales

Date	Product	Quantity Sold
1/1/2022	Dog food	50
1/2/2022	Cat food	40
1/3/2022	Fish food	100
1/4/2022	Bird food	30

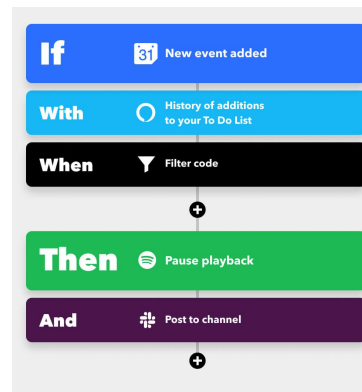
Vocabulary of CI

GPT + Signals

Why did my sales decrease in the last quarter?

Recipes

Create, save, modify and share recipes that lead to insights



Language agnostic

मेरे हिंदी ग्राहकों की बिक्री कॉल की रिपोर्ट बनाएं

How do insights lead to action?

Insights



Action

Communication

Storytelling

Components of a story

1. Time
2. Shape of insights
3. Data

Time



Shape of insights



Moment



Signal



Answer



Report



Visualisation



Topic

Data about conversations

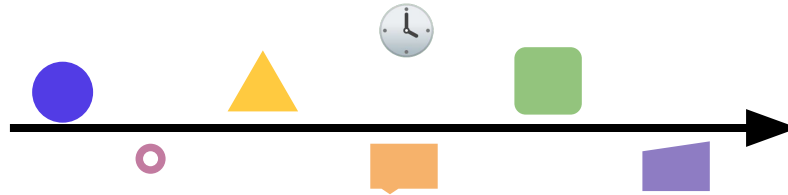
Explicit

e.g phrases, speaker, etc.

Implicit

e.g sentiment, tone, metadata, information from other applications (salesforce, intercom, etc)

Insights



DATA

Storytelling

Action

Next steps?

- Speak with users
- Competitive analysis
- Ideation and scenarios
- ...

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