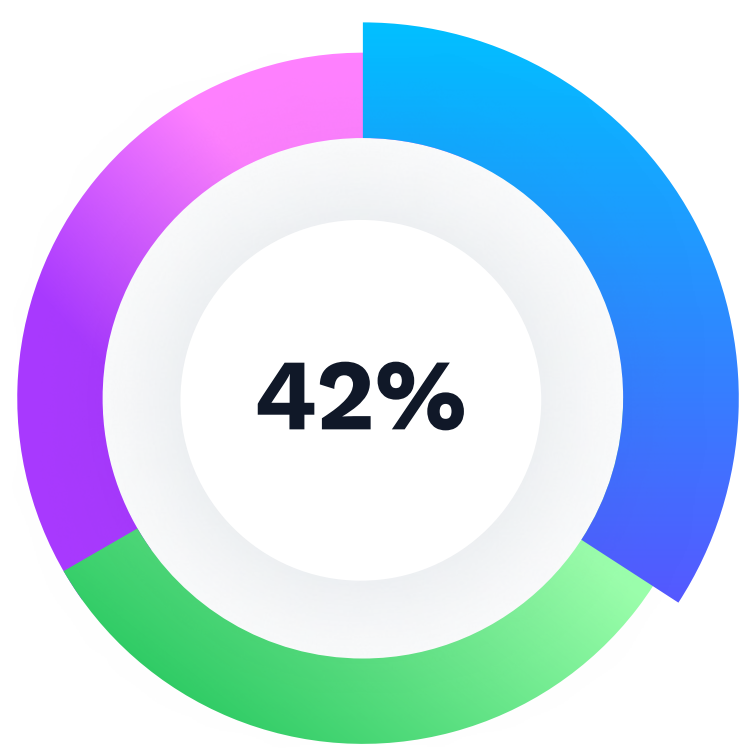
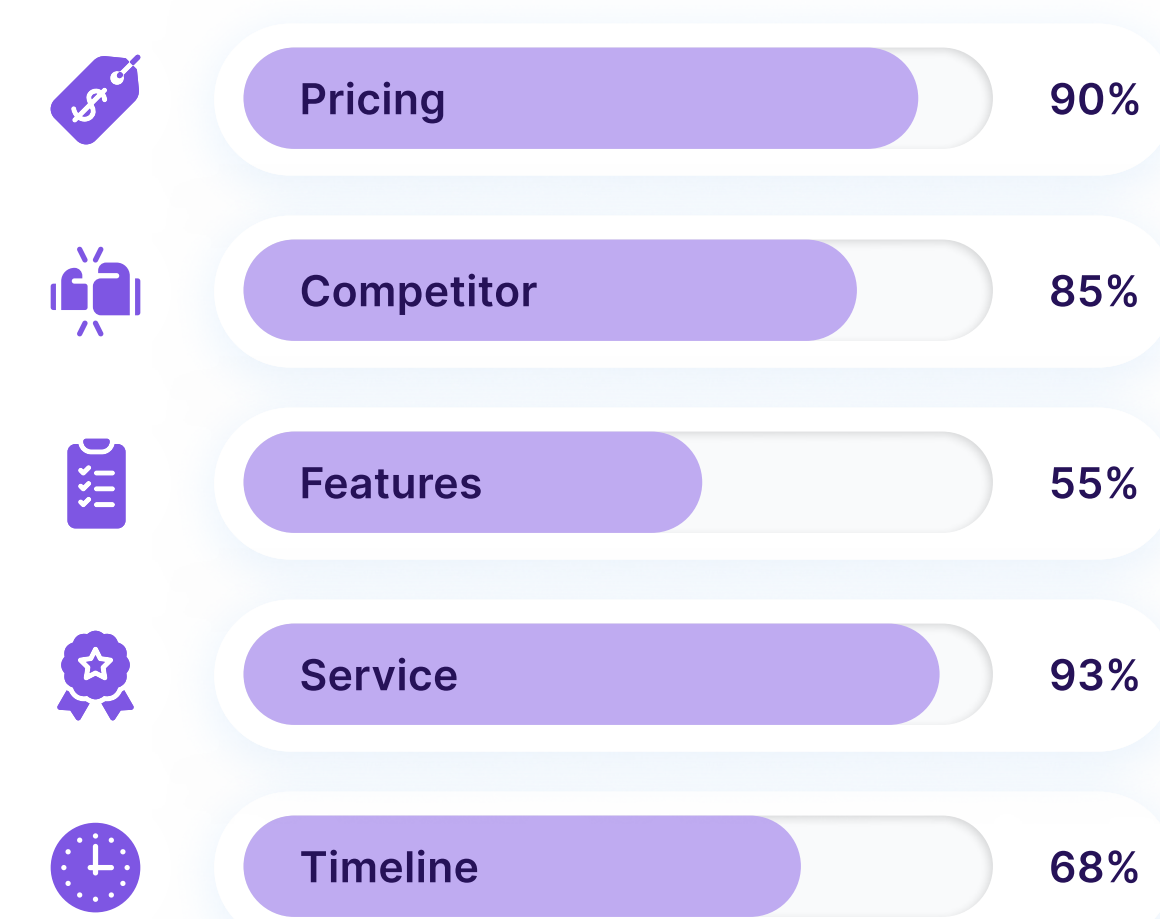


Conversation Intelligence Software: Turn Your Sales and Support Reps into Superstars

Call Scoring



Top 5 Moments Of Calls



Call Transcript



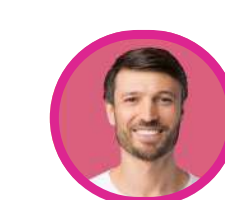
Anna

I'm not sure if we can afford your services.



JustCall Ai

Offer a potential solution or alternative.



Jason

We have flexible packages and pricing plans to accommodate your budget.



Anna

That's great to hear!

Tools that can boost the effectiveness of your sales and customer-service teams are among the most valuable investments you can make to grow your business. In this eBook, we'll show you how a new type of customer-facing communication software — Conversation Intelligence — can help you empower your agents and managers, increase sales, improve your customer experience, and add to your company's bottom line.

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Don't settle for just one sales or customer-service superstar

Imagine your small business hires Angie, a naturally gifted sales rep. You're not sure how she's doing it, but just a few months after completing your company's training, Angie is converting 300% more leads into customers than your average rep.

Bringing this sales superstar onboard is proving to be great for business. But it also raises a key question: **Can we get all of our reps to be as effective as Angie?**

Your sales managers could listen in on Angie's sales calls and take notes. They could also ask her to describe her approach in her own words. But those methods are likely to miss key details — some of which she might not even be aware of — that turn so many of Angie's calls into revenue. For example:

- Does Angie ask questions in a specific order to kick off her sales calls?
- Does Angie listen for specific words or sentiments from the prospect and then adjust her pitch based on those words or sentiments?
- If she senses a prospect is confused, does Angie seamlessly transition the conversation back to basics, without making the prospect feel embarrassed?

If you could capture all of Angie's success strategies, even the subtle ones, you could coach your entire sales team to become more successful. The same is true for your customer-service team. If you can discover which call behaviors work (and which don't), you can improve the success rate of your whole support team.

But to glean the most insights from your company's calls, your team would need to analyze them all. And manually reviewing every call would likely take far more time than your team has to spare. That's why Quality Analysts at the average large firm are able to review and score only about 1% to 3% of their customer calls.¹

Here's the great news: There's a new technology, affordable for small businesses, that can help you capture and apply insights from all of your company's calls, to help you continuously improve your sales and support operations.

As we'll demonstrate in this book — with both research and real-world use cases — **how this technology can help you boost sales, improve your customer experience, and turn your customer-facing agents into star performers.**



How conversation intelligence can **boost your business**

Before we jump into the specifics of how AI-powered conversation intelligence can improve your company's success, let's define the term.

What is conversation intelligence software?

Conversation intelligence (CI) software records, transcribes, and analyzes business calls, and then leverages artificial intelligence to identify words, phrases, topics, and even emotions to guide the sales or customer-service agent in real-time on how to move the call toward the company's desired outcome.

Businesses can also use the data derived from the large amounts of calls analyzed by their conversation intelligence software to improve their call scripts, coach sales and customer-service agents, and create more successful call outcomes.



How the right CI tools can dramatically improve your business

We noted earlier that most businesses can review only about 2% of their customer calls. Think of how many valuable insights these companies are unable to capture and act on because their time and resource limitations force them to leave useful data locked away in nearly all of their business's phone calls.

Now imagine your team is able to analyze and implement learnings from 100% of your phone calls - that's 50X more data than an average business would analyze. And when you are able to capture insights about every customer communication, it could lead to significant benefits for your business, including the ability to:



Coach your sales and support agents in real-time

With a large and constantly growing library of insights gleaned from similar calls, your CI software can prompt your agents in real-time on how best to proceed with each call to achieve the best possible outcome.



Apply new learnings to continuously improve team performance

By analyzing this wealth of raw data, CI software identifies topics, phrases and call strategies that lead to sales- so you can frame your call scripts and prompts accordingly.

The potential to realize these massive benefits helps explain why, according to a 2023 Bredin research report, nearly half of call center managers (49%) say they are likely to implement conversation intelligence into their operations. ²



The risks of missing the conversation-intelligence boat

Now let's examine this topic from the opposite angle: What's the downside of failing to empower your customer-facing teams with the insights you can glean from conversation intelligence software?

Given that nearly half of your business's competitors might now be considering implementing this technology to improve their own customer-facing operations, the most significant risk could be losing prospects and customers to those companies. The data makes this risk clear.

The risks of repeating poor customer-service experiences

61%

of customers have switched to a competitor after one bad customer-service experience

91%

of customers say they would switch companies after one bad customer-service experience

79%

of customers say the customer experience a company provides is just as important as its product or service



Customers will tell an average of 9 people about a positive customer-service experience — and they'll tell 16 people after having a negative one.³

Clearly, any tool that can help your company minimize the risks of poor customer-service calls is worth investigating. But there are also other risks of ignoring conversation intelligence software, including the possibility that your sales reps might miss many of the important lessons about the approaches to sales calls that have proven the most (and least) successful when selling your products.

To cite just a couple of examples, research reported in FinancesOnline finds:



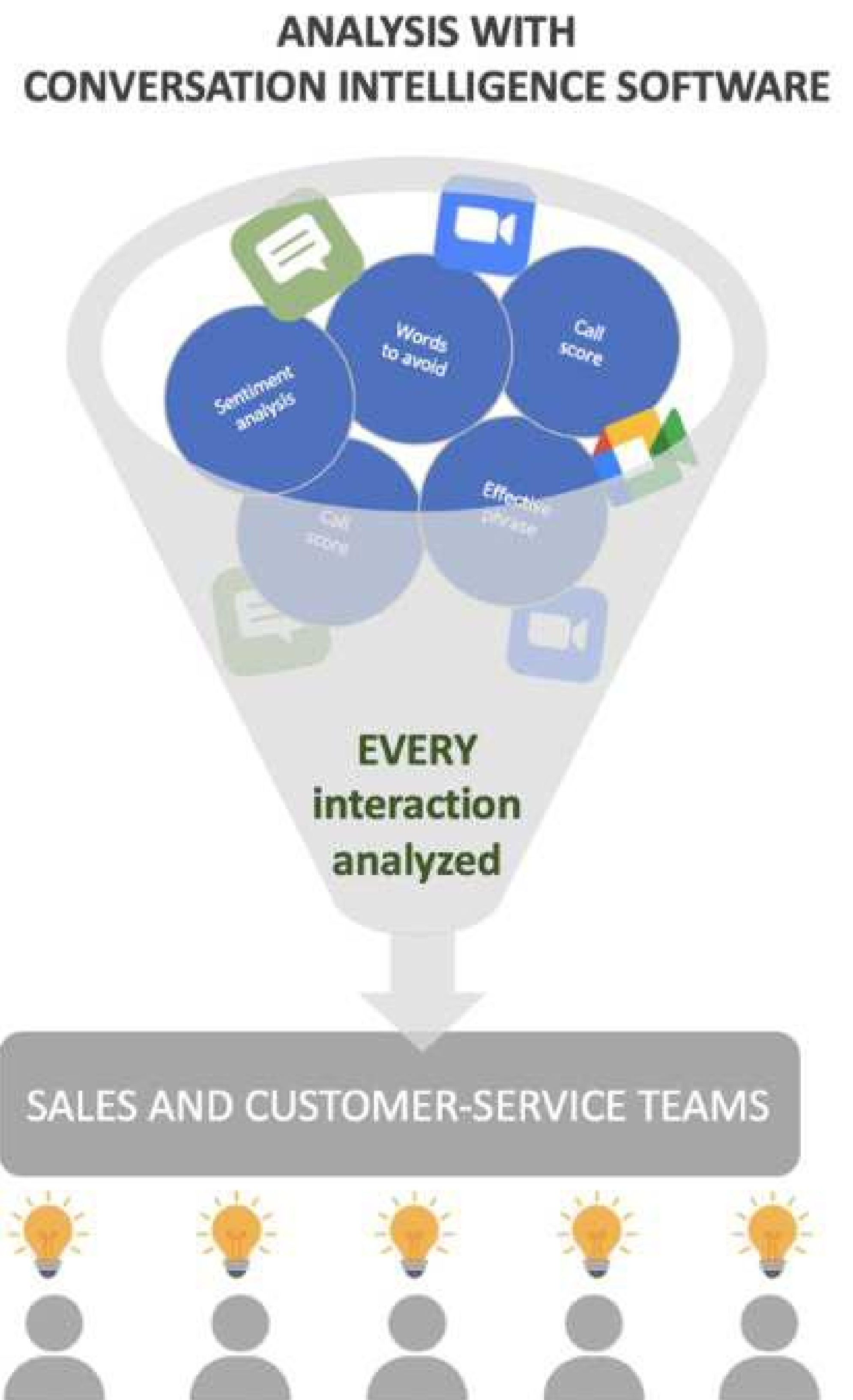
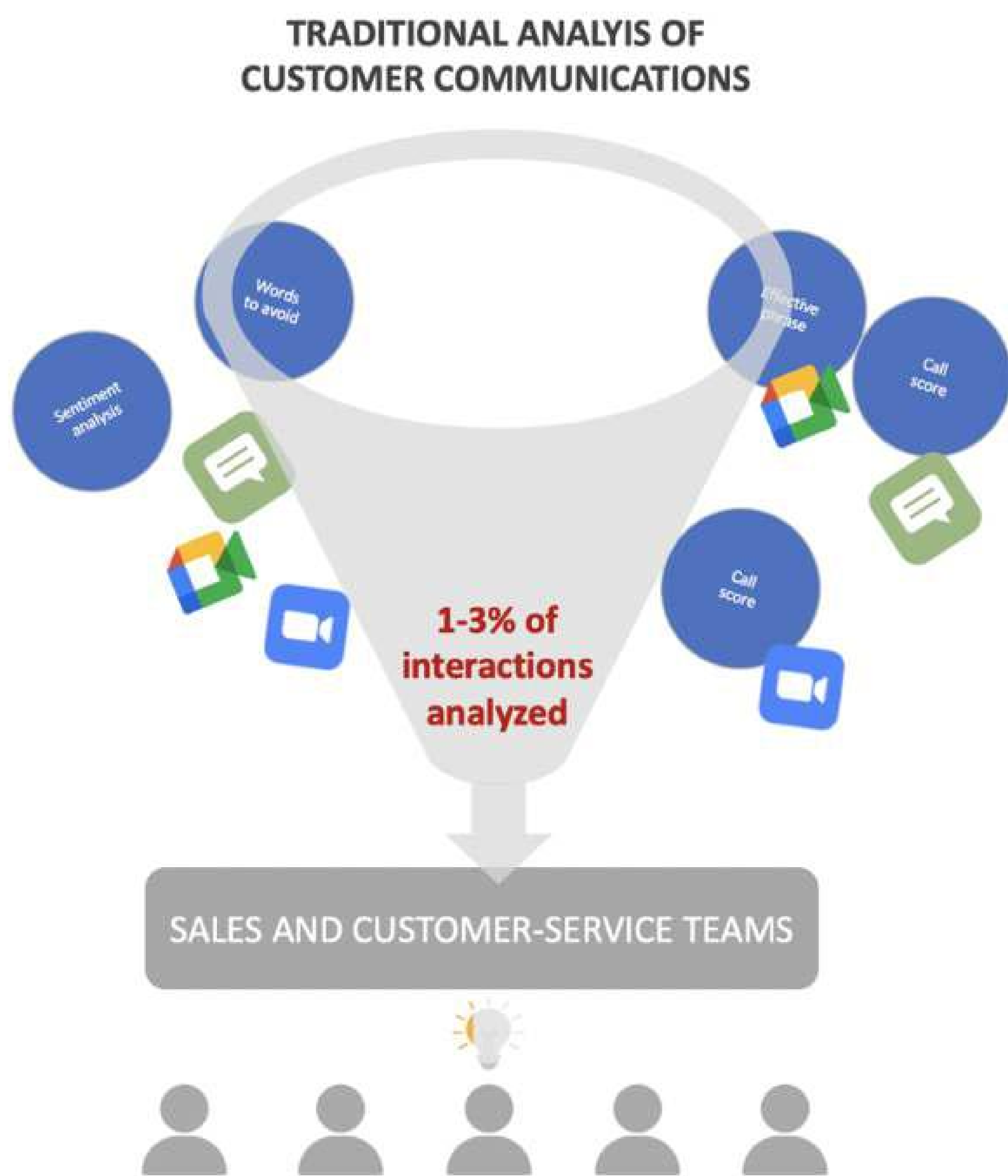
- 93% of a sale call's success is attributed to the rep's tone of voice.
- The report also finds that successful salespeople use certain words, such as "definitely" and absolutely," five times more often than low-performing reps. ⁴

We don't know whether or not those specific strategies will apply to your company's sales pitches, but what if they did? What if one of Angie's strategies was to adjust her tone of voice within the first few seconds of each sales call based on the prospect's tone or sentiment? What if Angie knew which words to use in a given situation on a sales call, and which words she should avoid at all costs?

With the right conversation intelligence software, you could analyze 100% of Angie's calls — as well as 100% of the calls made by your lowest-performing reps — and apply all of those learnings to improve the knowledge and success of your entire team. But if you continue using the manual approach, and reviewing only a small percentage of your calls, your company is likely to miss many of the insights that could help increase your sales and revenue.

Bottom line:

If your competitors are using conversation intelligence to improve their call scripts, coach their agents in real-time, and continuously improve their customer-facing teams' performance, you should be leveraging these AI-powered tools as well.



5 ways conversation intelligence can benefit your sales team

1. AI-powered **dynamic coaching** leads to higher sales success rates

Research cited by Zendesk finds sales departments that employ dynamic coaching — reassuring reps in real-time when they're on track and steering them correctly if their calls drift — achieve 28% higher win rates than their competitors.⁵

The right conversation intelligence software will provide all of the dynamic coaching capabilities of the most effective sales managers. Plus, it will provide the added benefit of being available 24/7, with all of your company's key learnings, to help with every rep's call in real-time.

And because it captures, analyzes, and learns from all of your company's customer communications, your conversation intelligence tool will be able to provide ever-better insights over time about the words, phrases, tones, pauses, call durations, sentiments, and other pieces of call data that can help your sales reps close more business.

Real World Use Case

A moving company uses conversation intelligence software to monitor and improve the performance of its sales campaigns and agents.



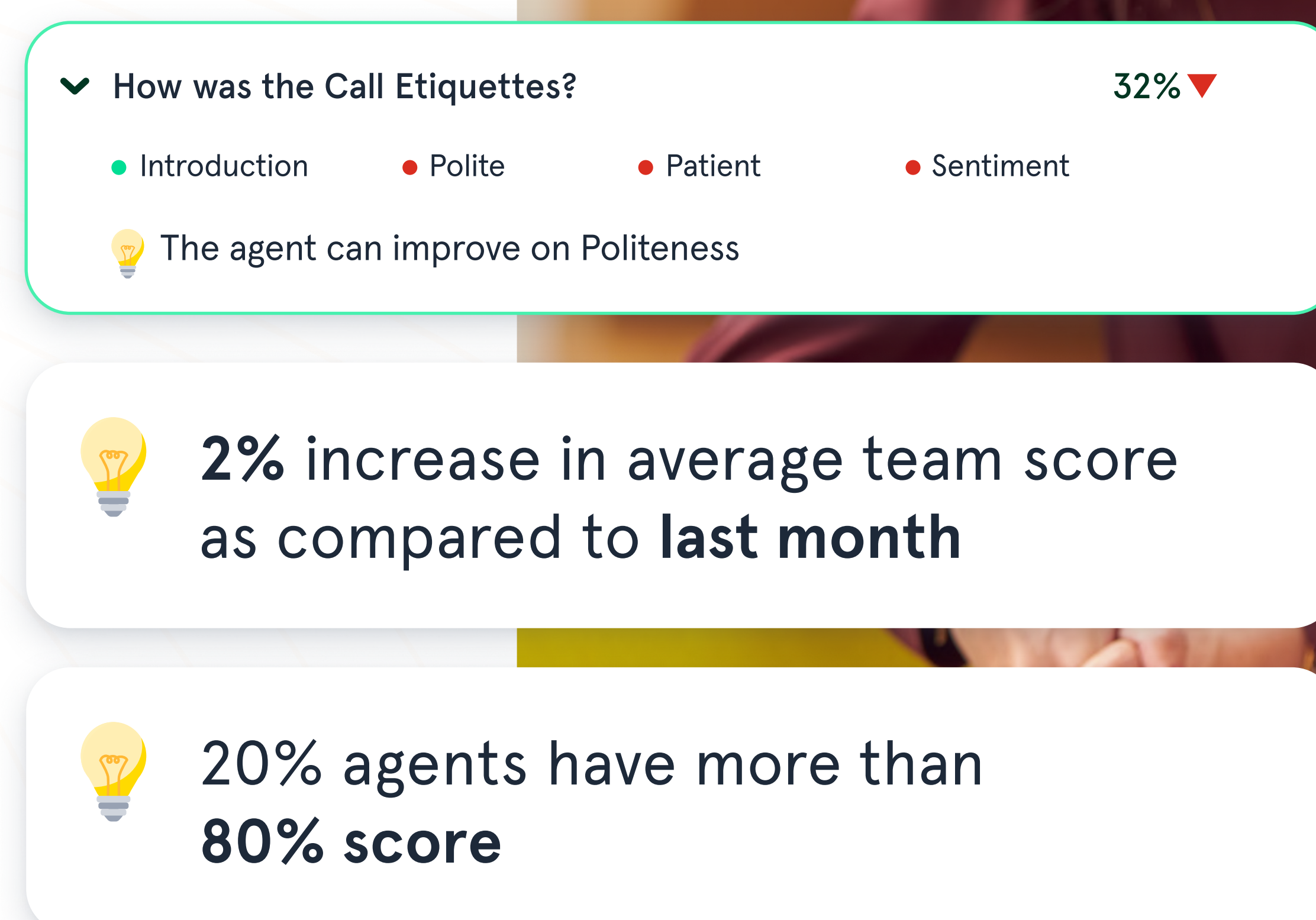
We can **see everything that's happening with our agents**. Call traffic, average length of calls, how quickly agents answer, which campaigns are generating the most interest — it's all in our analytics dashboard. The **insights we're gaining through JustCall iQ are helping us continually improve our operations.** ⁶

-Victor Kerr, Marketing Director, GetMovers



GetMovers

2. AI-driven **call scores** give your reps the feedback to continually improve



Did you know that top-performing sales reps ask prospects 40% more questions than lower-performing salespeople during their discovery calls? Or that those top performers keep their prospects on those discovery calls 76% longer than other reps? Did you know that the most successful reps speak on sales calls about 6.5% more slowly than the rest of their team?⁷

Those are just a few of many counterintuitive stats from a 2023 study by Sales Insights Lab. Those details might or might not be relevant to your company. What's important to note is that your reps are generating their own specific metrics like these every day — some behaviors that bring them closer to a sale, others that push them further way. The more you can share your company's specific success metrics with the whole team, the more you can improve every rep's performance.

With a conversation intelligence tool, your company will be collecting this data all the time, correlating it with your sales data, and scoring every call based on the criteria proven to make a difference in closing deals. In fact, your CI tool will generate a unique overall score for every sales call — along with specific scores for the call's various elements — which your reps can analyze to continually improve.

3. Conversation intelligence data helps make **new reps effective quickly**

When sales training company RAIN Group asked sales leaders around the world how long it takes to onboard a new rep, they found that it takes an average of three months for a new seller to be ready to interact with customers — and nine months before the sales rep becomes competent. ⁸

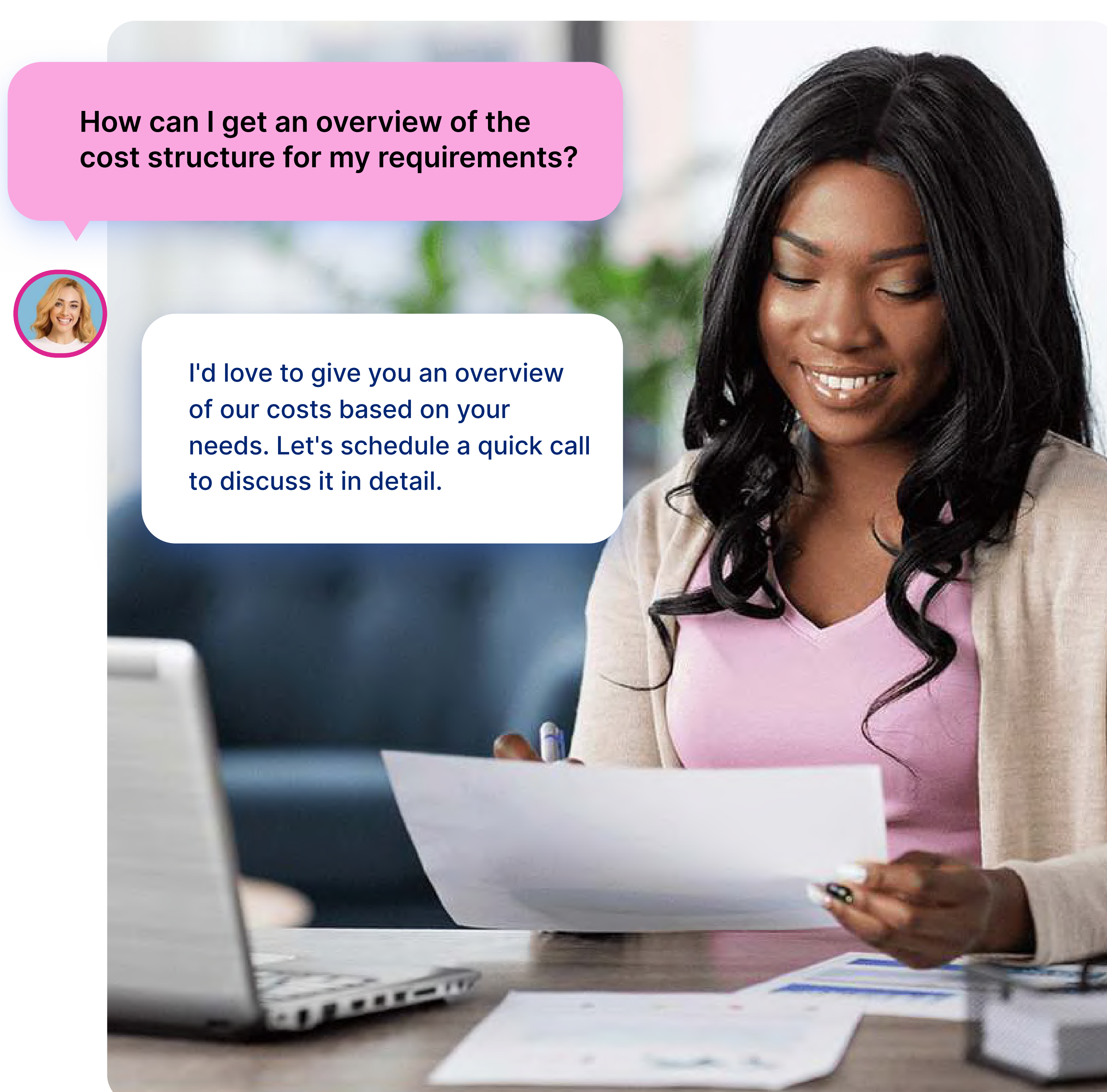
That's the bad news. The good news, RAIN Group found, is that businesses can cut this ramp-up time considerably — often by more than 50% — when they have a strong training curriculum.

And as you can imagine, having the right conversation intelligence software means you'll be able to give your new sales reps a rich library of your sales department's most valuable learnings: which scripts perform the best, what the most common objections are and how to overcome them, how to adjust in mid-call based on a detected change in sentiment from your prospect, etc.

In fact, the right conversation intelligence software can serve as an entire team of skilled sales leaders, coaching your new-hires at their convenience no matter where they are.

If your company is hiring remotely, that last point might be a significant advantage for your business. Many of the call center leaders that the Bredin research team interviewed cited difficulty onboarding remote sales reps as one of their biggest challenges.

One sales manager, for example, had this to say about the frustrations of trying to build a geographically distributed customer-facing team: *"It has been a challenge working remotely the past couple of years in regard to onboarding new employees and training them."* ²

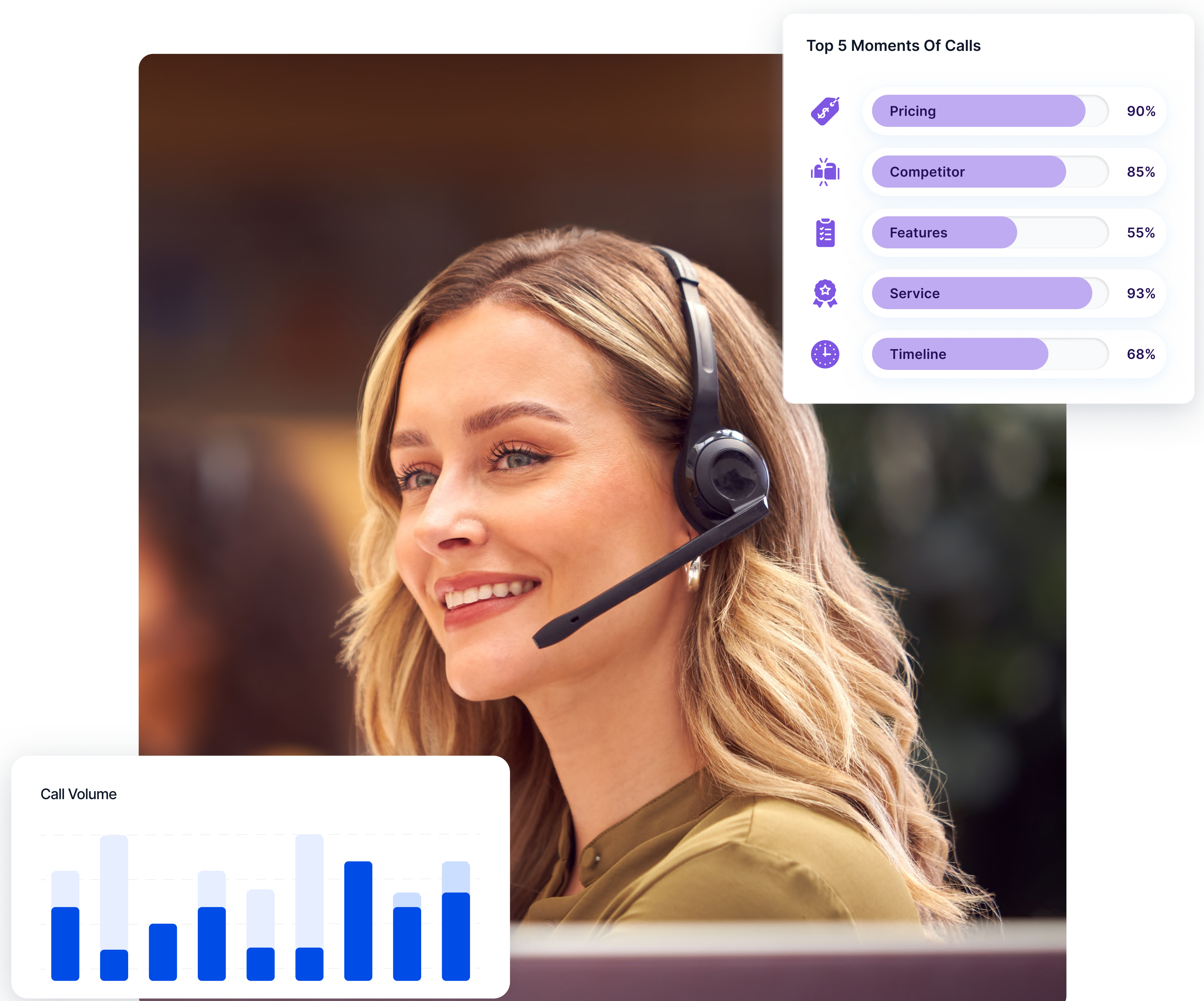


4. Conversation intelligence data can **reduce sales team turnover**

The RAIN Group's research also points to another reason you'll benefit from empowering your sales organization with conversation intelligence software: It can help you retain top talent.

The study found that among companies whose undesired turnover is 50% or higher, nearly three-quarters of those businesses (72%) don't have an effective onboarding process in place. ⁸

When you can give your new sales reps access to your company's AI-powered conversation intelligence dashboard — and all the findings and analysis that the tool has gleaned about your team's sales effectiveness — you can make the onboarding quicker and more efficient, which will get your new reps selling sooner and sticking with your company longer.



5. Conversation intelligence software can give your reps more time to sell

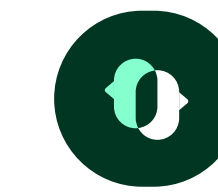


Call Transcript



Anna

I'm not sure if we can afford your services.



JustCall Ai

Offer a potential solution or alternative.



Jason

We have flexible packages and pricing plans to accommodate your budget.



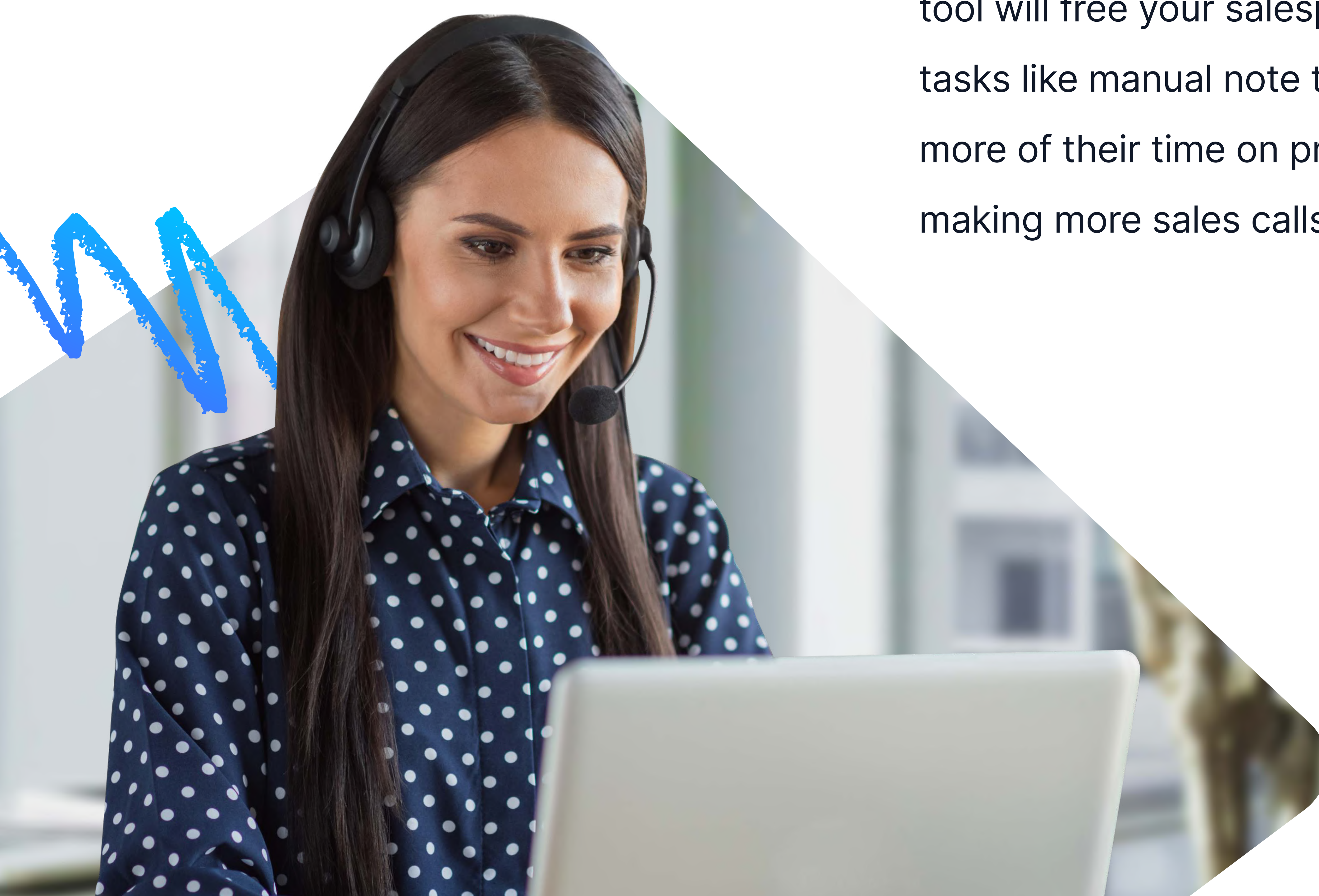
Anna

That's great to hear!

According to the 2022 Salesforce State of Sales report, sales reps spend an average of 9% of their time manually entering customer and sales data. ⁹

Assuming a standard 40-hour workweek, this means your reps are likely spending nearly four hours every week just entering data, such as their notes during and after each sales call. The report also noted that reps spend, on average, less than 30% of their time actually selling.

So, here's one final benefit of deploying conversation intelligence software. Because it automatically records, transcribes, and analyzes every call, your CI tool will free your salespeople from time-consuming tasks like manual note taking, so they can spend more of their time on productive initiatives — like making more sales calls.



3 ways conversation intelligence can **improve** your customer service

1. **Live call guidance and AI-powered training** improve agent performance

As we noted earlier, 91% of customers say they'd likely change companies after just one bad customer-service experience. Also concerning is this stat from that same report: Only 4% of customers frustrated after a bad experience will actually report their complaints to the business.³

If your company doesn't have a mechanism for analyzing all of your customer-service agents' interactions and providing them real-time guidance to improve, you could be repeatedly losing customers and never learn why.

This is where conversation intelligence software can have an enormously positive impact on your operations. The right solution will empower your agents with AI-powered capabilities such as:



Automated script

Deliver automated prompts to agents based on a repository of knowledge, derived by the CI software from previous customer interactions.



Real-time sentiment analysis

Instantly guide agents when a customer is losing interest and how the pitch is landing with them.



Online Directory of Support Calls

Offer access to a directory of calls agents can review to learn the best practices and pitfalls to avoid for an optimized performance.

2. Analyzing and learning from every interaction helps the software guide your agents ever-more effectively.

We also noted above that the typical large company is able to review and analyze only about 1% to 3% of its customer calls. And according to Bredin's 2023 research, the majority of small businesses analyze far fewer than half of their calls.²

This means a majority of this actionable intelligence that could improve customer experience — effective strategies and behaviors, customer frustrations, agent performance, and training opportunities — is left untapped.

But with the right conversation intelligence software, you can tap into all of this business intelligence — automatically analyzing 100% of your customer calls — and then turn those learnings into valuable assets to improve your customer-service operations, including:



Call scripts

More effective call scripts, based on the learnings from hundreds or even thousands of relevant data points.



Prompts

Real-time prompts and suggestions to guide your agents during calls.



Call scoring

Multiple-factor call scoring that your agents can use to learn which words and behaviors lead to positive interactions and which ones to avoid.



Sample calls

Sample calls and call clips to use in your agent training and onboarding.



Alerts

Escalation alerts based on analysis of previous interactions that help navigate negative conversations back on track.

3. A sophisticated **knowledge library** and AI-driven training help to **speed agent onboarding**

A 2022 McKinsey & Company study on customer-service operations found that 41% of call center managers say it takes their organizations 3 to 6 months to train new agents for optimal performance. And according to another 20% of those customer-service leaders, it takes longer than six months. ¹⁰

But if you implement the right conversation intelligence solution, you can give your new hires access to a wealth of knowledge and insights about what works (and what doesn't) when it comes to your team's customer support interactions.

That can both collapse the long average time frames to train new agents and make your new hires consistently effective representatives of your brand.



Conclusion: conversation intelligence is a must-have

If you want to keep your company growing, stay ahead of your competitors, and ensure your sales and support reps consistently deliver an excellent, on-brand customer experience, then we believe conversation intelligence software is a must-have, not a nice-to-have.

As we noted above, Bredin's 2023 study of contact center leaders found that nearly half of them — 49% — are already planning to add conversation intelligence software to their operations. That means you'll need to prioritize this implementation as well, if you want to remain competitive with all of the learnings and AI-powered improvements your competitors are soon going to be enjoying.

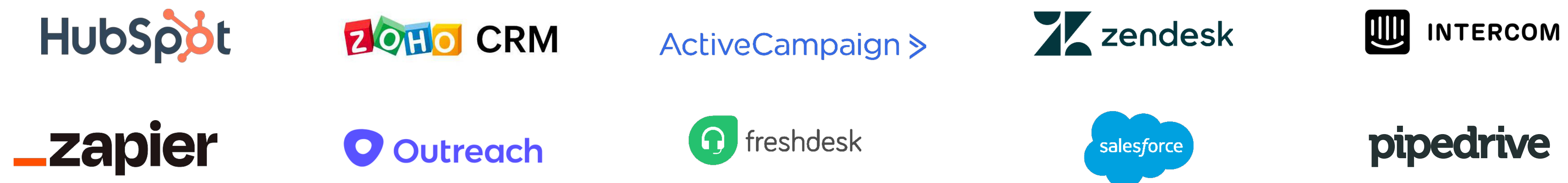
After all, you can't simply hope every one of your sales and customer-service new hires is as naturally gifted at customer interactions as Angie.

About JustCall

JustCall is a complete cloud phone solution designed to supercharge sales and support teams of any size — and to help small and midsize businesses turn their customer experience into a competitive advantage. JustCall's easy-to-implement contact center software includes deep integrations into CRMs and other productivity apps, SMS automation workflows, and even predictive dialing — capabilities otherwise available only from costly, enterprise call center solutions. A multiple-award-winning platform, JustCall was named to **Deloitte's Tech Fast 50 in 2022** and called **"One of the Best Customer Service Products of 2023"** by the review site G2. To learn more about the solution trusted by more than 6,000 businesses around the world, visit JustCall.io.



100+ CRM and Business Tool Integrations



About SaaS Labs

SaaS Labs powers Sales and Support agents of over 6000+ growing businesses with its software ecosystem focused on automation, productivity, and collaboration. Founded in 2016 by Gaurav Sharma, whose previous venture HelloSociety was acquired by The New York Times, SaaS Labs is headquartered in the United States and India. They are backed by leading investors such as Sequoia, Base10 Partners, and Eight Roads. Find out more at www.saaslabs.co

Are you ready to raise the bar on your customer experience?

Let our experts guide you in building the perfect customer-facing communication stack to meet your business needs.

[Schedule a call](#)

Start your journey to business success with a free trial

Sign up now and experience first-hand how our solution can help you achieve your business goals.

[Free Trial](#)