UNLOCKING ENTERPRISE AI ROI

WHY AUTOINSIGHTS POST-CALL ANALYTICS IS THE FAST TRACK TO AI-DRIVEN TRANSFORMATION

EXECUTIVE SUMMARY — THE HIDDEN BOTTLENECK TO AI SUCCESS

Many organizations today are eager to harness Artificial Intelligence (AI) to transform customer operations, drive efficiencies, and uncover new value streams. Yet, few recognize that one of the largest and most valuable untapped datasets — voice conversations — remains largely unstructured and inaccessible.

AutoInsights solves this challenge by operationalizing **Post-Call Analytics at Scale**. We digitize and structure call recordings, extract meaningful and consistent insights using AI-powered Listeners (AI models), and deliver these insights in structured formats via APIs.
This enables organizations to:

- Skip the years-long learning curve of developing speech analytics pipelines internally.
- Fast-track the creation of AI-enabled workflows like Knowledge Bases, Agent Coaching Systems, Voice Bots, Compliance Monitoring, Retention programs, Fraud Detection, and Customer Intelligence platforms.
- Minimize risk by plugging into a solution already operationalized, scalable, and battle-tested across industries.

AutoInsights = Pre-built Foundation + Structured Voice Data + Flexible Integration

Clients are free to focus their AI talent on higher-value tasks like automation, decision support, and customer-facing AI applications — without first becoming experts in contact center data, call processing, or speech-to-text tuning.

THE VALUE PROPOSITION FOR LARGE ORGANIZATIONS

1. We Solve the "Voice Data Problem" for You

AutoInsights transforms **raw audio and call transcripts** into structured, tagged, and enriched datasets:

- Topics and Sub-categories
- Issue Resolution
- Customer and Agent Sentiment
- Compliance and Risk Signals
- Operational Metadata (wrap codes, call direction, agent details)
- Interaction dynamics (silence, overtalk, sentiment shifts)
- Structured and Unstructured Call Summaries (CRM input)
- Behavioral and Emotion Metrics (Stress, Uneasiness, Anticipation, Engagement, Confidence) for both Employee Experience (EX) and Customer Experience (CX) measures

All pre-engineered, QA-tested, and productionized.

2. Built for Scale and Enterprise Readiness

AutoInsights is already operationalized to handle:

- High call volumes (hundreds of thousands of calls weekly)
- Complex speech-to-text pipelines
- Secure deployments (AWS-hosted, ISO 27001 certified, GDPR, SOC2 pending)
- Regional deployments to handle data residency (Australia, UK, US, South Africa)
- Integration-ready APIs

This reduces friction for large enterprises by providing a "ready-to-use" AI data service — no need to reinvent the wheel.
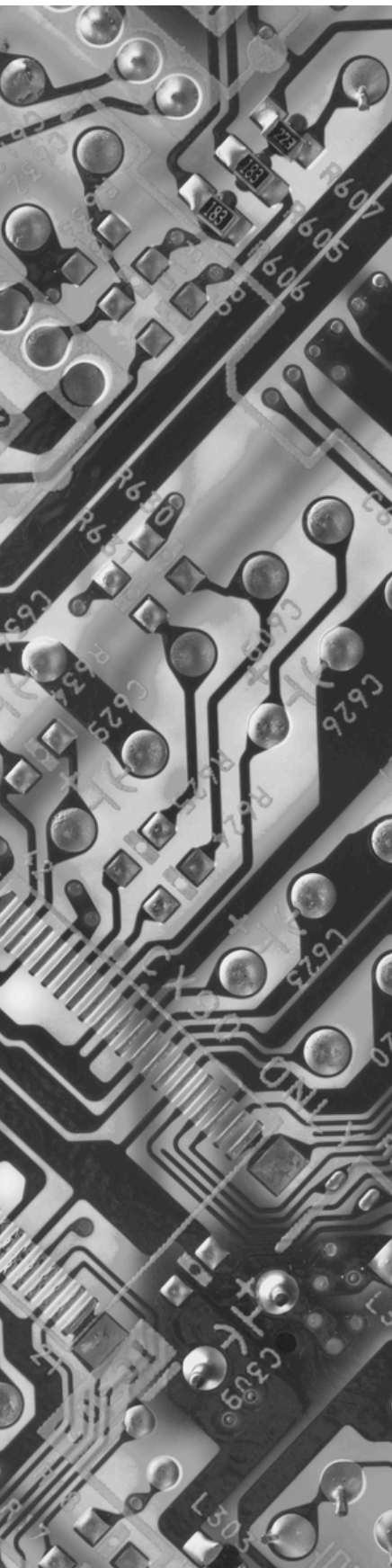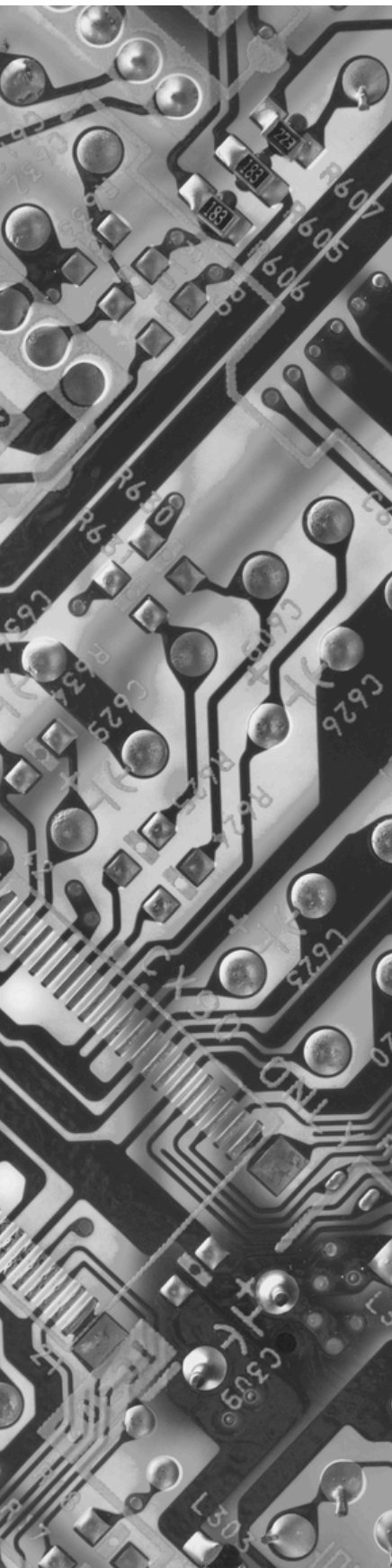
3. Plug Into Existing and Emerging AI Workflows

Large organizations have diverse AI ambitions:

- Some are building **fraud detection agents** pulling structured data into case management systems.
- Some are operationalising personalised **Retention** strategies
- Others are training **Voice Bots** using AutoInsights' structured post-call data.
- Several clients are building **LLM-powered Knowledge Management Systems** blending AutoInsights outputs with internal content (procedures, scripts, manuals).
- Others are validating CRM integrity by building **Agentic AI** that cross-checks call outputs against system records.

AutoInsights delivers the critical layer: consistent, reliable, high-quality structured data from unstructured voice — the foundational ingredient for these workflows.

Additionally, while our primary focus is voice due to the unique and complex nature of human interactions, client data teams can easily extend this foundation to analyze other text-based conversations such as web chat, WhatsApp, and email. These simpler data streams enable further alignment with customer journeys and enhance insights derived from existing CRM data layers.

Why Start with AutoInsights?

✅ **De-Risk AI Investments**
- Speech-to-text tuning, model drift, out-of-domain calls, QA of AI outputs using HITL (Human-in-the-loop teams) — all solved.
- Already optimized for call center environments.

✅ **Accelerate Time to Value**
- Avoid months or years of R&D in speech analytics and speech-to-text optimization.
- Immediately begin designing higher-order AI applications (LLM integration, automation, insights) using high-quality call data.

✅ **Enable Domain-Specific AI**
- AutoInsights encapsulates deep contact center expertise (Issue Resolution, Compliance, Empathy, Objection Handling).
- In-house AI teams often lack the domain knowledge to structure call data meaningfully — we provide that upfront.

✅ **Flexible Consumption Model**
- API-first, no lock-in.
- Use AutoInsights outputs in dashboards, ML pipelines, case management systems, or AI agents.

✅ **Focus AI Talent on High-ROI Tasks**
- Your AI team shouldn't spend months learning about wrap codes, audio processing, or agent scripting compliance.
- Focus instead on customer personalization, automation, predictive modeling, or agent augmentation — the areas that create differentiation and superior value to your organisation.
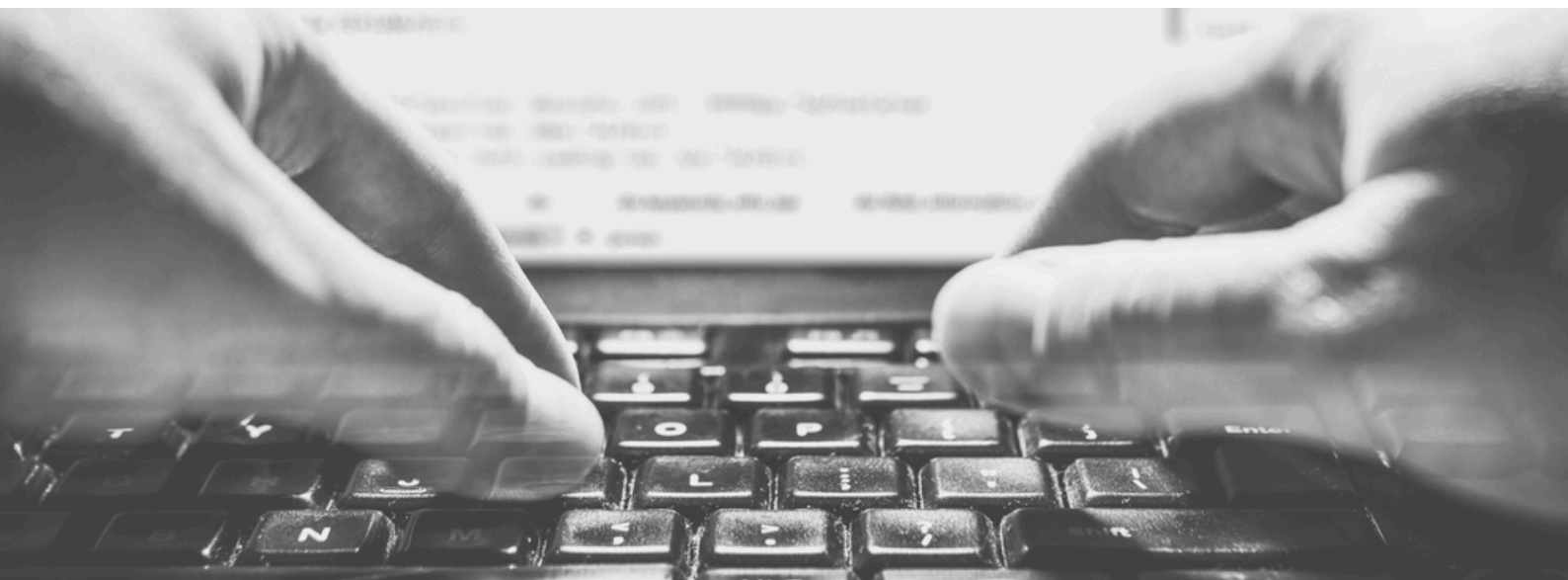
The Fast Lane to Enterprise AI

Problem	Without AutoInsights	With AutoInsights
Structuring voice data	12-18 months of development	Instant via AutoInsights APIs
Speech-to-text optimization	Specialist skills required	Pre-tuned and maintained
Understanding call center data	Requires domain SMEs	Embedded in our Listeners
Operationalization	Complex, error-prone	Proven, scalable, secure
Time to AI integration	Slow due to data quality issues	Fast-track using structured voice data

CONCLUSION

AutoInsights is not just another AI product — it is the **foundation** layer for organizations looking to unlock the value in customer conversations and operationalize AI across the enterprise. We don't build your AI, but we give you the structured, trusted, and scalable data required to build it faster and more effectively.

By starting with AutoInsights, organizations:

- Reduce project risk and cost
- Accelerate the time to achieve tangible AI ROI
- Leverage specialist contact center expertise without hiring

Time is Money — AutoInsights Helps You Save Both.

CXEX analytics captures customer, employee, transaction and interaction data from different channels and systems and consolidates it for enhanced business intelligence.