101 Ways to get more from your Conversation Intelligence

You've invested in Conversation Intelligence (CI). But if you're simply using it to onboard reps or fill commute time, you're leaving valuable benefits — and likely dollars — on the table. After listening to more than ten million minutes of calls, we've documented the 101 most powerful ways to apply your conversation assets.

USE CASES FOR SALES EXECUTIVES

1. Assess revenue organization in first 100 days of a new role
2. Validate pipeline reviews
3. Understand what's being said on sales calls at scale
4. Share ideas and call examples with geographically distributed sales reps
5. Align sales managers on what a good sales call looks like
6. Provide guidance to managers on skills coaching
7. Validate forecasted deals sales by listening to the last 3 minutes of the most recent call
8. Implement a call evaluation scoring program
9. Use call highlights at sales kickoff (SKO)
10. Use select parts of calls to illustrate points or settle debates at Board meetings
11. Expose managers who don't coach
12. Incorporate into win/loss reviews and analysis
13. Encourage reps to review and annotate one of your call recordings to set the right tone for a culture of safe learning
14. Monitor, coach, and score calls from remote reps, just like they are in the office

> "While dashboards provide performance insights, the real gold is in conversations. These recordings uncover skill gaps, create coaching accountability and help teams drive meaningful behavior change at scale."
>
> Steve Richard, Founder ExecVision

USE CASES FOR SALES MANAGERS

15. Diagnose problems in turnaround situation
16. Onboard faster by having new reps listen to the best calls of experienced reps and see annotations for why they are good
17. Address CRM notes gaps by pulling up calls to get up to speed
18. Speed time to first deal for new reps
19. Scale field monitoring and coaching without getting on a plane, train, or in an automobile

20. Ensure reps are using current, on-brand messaging consistently
21. Confirm key decision makers early enough in the sales process
22. Role play on the phone and review the 'practice tape' with conversation intelligence
23. Spot check how reps and sales engineers demo your products and services
24. Ensure your reps are not interrupting the customer
25. Seize opportunities to challenge the buyer's status quo
26. Ensure reps are differentiating effectively
27. Inspect for missed buying signals
28. Understand if reps are bringing up other products or services
29. Ensure reps asking the right questions and listening
30. Verify that reps are closing calls with concrete next steps
31. Launch a "Best Call of the Month" contest
32. Assist in closing deals that wouldn't have closed
33. Conduct call calibrations
34. Reduce downtime doing side-by-sides

43%

expect to increase customer retention when they implement conversation intelligence solutions.

(Source: Forrester Research)

USE CASES FOR SALES REPS

35. Psych oneself up to start the day with a favorites call playlist
36. Eliminate filler words
37. Set agendas and upfront expectations clearly
38. Determine talk vs listen time to improve engagement
39. Seize opportunities to offer a different product
40. Hear buying signals and respond correctly
41. End calls with concrete next steps rather than open ended
42. Ensure the right questions are being asked in ways that customers will respond
43. Focus less on note-taking and more on being present during the conversation with the buyer
44. Review calls post conversation with a fresh perspective to catch missed signals
45. Annotate calls and share with prospects so they can build consensus internally
46. Share best practices with peers
47. Listen to the SDR/BDR/ADR/LDR call to hear how they set the initial meeting to effectively prepare
48. Promote individual development – just like watching 'game film' in sports
49. Share clips of sales calls with sales engineers/solution consultants to get them up to speed and make the case for the time of the sales engineer/solution consultant for the next sales call
50. Share calls with customer success and marketing for case studies and references
51. Speed onboarding and customer time to value by sharing segments with customer success/ account managers after deals close

USE CASES FOR SALES ENABLEMENT

52. Review reps' skills mastery across various segments
53. Enable the transfer of knowledge
54. Ensure reps are using what they learned on real sales calls
55. Use real calls, with annotations, in the company learning management system (LMS)
56. Ensure managers are reinforcing training curriculum
57. Engage talent who prefer digital approaches for coaching and learning
58. Provide a fresh, new approach for company learning (real examples are better than role playing mock scenarios)
59. Address the biggest objection from sales reps in the classroom: "Yes, but does this work in the real world?"

USE CASES FOR CUSTOMER SUCCESS

60. Ensure customers feel heard and that their needs are being met, learning from their point of view
61. Improve the hand-off from sales to customer success, through unfiltered voice of the customer
62. Gain trusted insight into the deal, rarely reflected accurately in the CRM
63. Maximize efficiency with one view of all conversations with an account
64. Drive consistency in customer kick-off calls, user training, QBRs, and renewal conversations
65. Provide a more structured process that drives higher quality implementations
66. Deliver best practices in handling technical implementation
67. Spot and catalogue new methods for conducting customer calls
68. Be proactive – bringing up issues that need attention
69. Keep an eye on competitor mentions
70. Share information, customer challenges, and/or gameplans with other colleagues on the customer account team
71. Share the "voice of customer" with the product team
72. Ensure there are no missed opportunities for up-sell and cross-sell
73. Flag and save customers that would have dropped to decrease churn

USE CASES FOR CUSTOMER SUPPORT

74. Ramp up new agents/specialists faster
75. Reduce time to resolution for support cases/tickets
76. Improve customer satisfaction scores
77. Decrease staffing to handle same call volume due to better call control
78. Build a library calls for various types of issue resolution

30%

More deals closed by companies that invest in Mediafly Conversation Intelligence.

79. Gain a better pulse on what's being said on the phone
80. Decrease the number of escalations needed as more issues are resolved on the first call
81. Coach digitally-driven agents/specialists who are accustomed to learning from real examples
82. Improve Erlang formula results
83. Share support calls with account managers, sales or customer success to keep them in the loop
84. Reduce the number of escalations buy resolving issues based on first call clarity

USE CASES FOR MARKETING

85. Ensure marketing messages are used by sales reps
86. Understand how the market responds to messaging
87. Understand why leads from a particular marketing campaign aren't converting into opportunities
88. Hear how reps conduct discovery on first scheduled sales calls
89. Hear the 'voice of the customer' unfiltered
90. Spot trends, use cases and themes for content, events and webinars
91. Keep a pulse on the market
92. Hear how buyers discuss competitors

USE CASES FOR PRODUCT TEAMS

93. Guide roadmap direction based on feature requests and repetitive customer pains
94. Assist in product launches, packaging and feature rollouts
95. Understand which features resonate and what is most compelling
96. Understand product training opportunities and gaps

USE CASES FOR CHANNEL PARTNERS

97. Find out what is working in the channel
98. Resolve channel conflict – 'the tape don't lie'

USE CASES FOR HUMAN RESOURCES

99. Termination for cause – what's being said on calls is inappropriate
100. Learning what's happening on recruiting calls
101. Sharing screening calls with hiring managers

Your time with buyers and customers is shrinking.

Today's buyers spend only 5% of their time with sellers. Is your team maximizing every second available? Get complete visibility into conversations and equip your entire go-to-market team with the coaching, intelligence and best practices to deliver more value at every stage.

Learn how you can enhance the customer journey and empower you team with Mediafly.