AI-Powered Voice-Enabled Sales Enablement Use Case

# Submitted by

Li Ching Toh – Malaysia

Wayne Tan - Singapore

# Note: Lin Ching’s team has started to work on some of the functionality already. They are starting with a focus on selling docuware.

# 1. Problem

Sales professionals often struggle to prepare effectively for meetings, navigate live conversations confidently, and craft tailored follow‑ups. Key challenges include:  
- Limited visibility into customer background (company size, history, prior interactions) before meetings.  
- Difficulty accessing real‑time product or solution information verbally during discussions, reducing customer confidence.  
- Inconsistent proposal quality and time‑consuming customisation.  
- Gaps in historical account context, leading to missed opportunities or repeated questions.  
- Language, dialect, and voice communication barriers that hinder natural, effective conversations across regions.

# 2. Solution

An AI‑powered, voice‑enabled sales enablement suite integrated with CRM (e.g., Dynamics 365) and internal systems, designed to support sales reps before, during, and after customer engagements:  
  
Feature 1: Pre‑Meeting Intelligence Agent  
- Pulls company data (size, locations, industry, recent news) from internal/external sources (CRM, LinkedIn, corporate websites).  
- Summarises customer history, prior interactions, and potential objections.  
- Generates talking points and personalised pitch angles.  
  
Feature 2: Real‑Time Voice‑Enabled Meeting Assistant Agent  
- Voice recognition actively listens in meetings and provides live, discreet prompts.  
- Offers spoken or on‑screen suggestions for probing questions and objection handling.  
- Provides real‑time product/solution FAQs (Ricoh OS, MFPs, PPs) and relevant case studies.  
- Supports multilingual speech‑to‑text and translation, adapting tone and phrasing for local cultures.  
  
Feature 3: Proposal Builder Agent  
- Auto‑generates draft proposals with relevant case studies, ROI data, and tailored content.  
- Allows quick editing and finalisation by the salesperson.  
  
Feature 4: Context Tracker Agent  
- Surfaces past interactions, key stakeholders, and previous issues.  
- Provides contract renewal reminders and relevant historical insights.

# 3. Benefits

For Customers:  
- Natural, voice‑driven interactions with better answers in real time.  
- More informed, personalised engagement and quicker follow‑ups.  
- Improved trust and confidence in the sales process.  
  
For the Organisation:  
- Higher conversion rates and deal velocity.  
- Faster onboarding with AI‑guided voice prompts.  
- Consistent messaging across regions and languages.  
- Data‑driven insights from recorded and transcribed meetings.

# 4. Customer Segment

Mid‑to‑enterprise customers. Sales teams across multiple operating companies (OpCos) and regions, especially those with multilingual or multicultural engagements.

# 5. Implementation Steps

1. Form a regional committee of sales influencers.  
2. Pilot with English language, single product set (Ricoh OS), and one OpCo.  
3. Integrate with CRM (Dynamics 365), internal data sources, and voice recognition APIs.  
4. Conduct UAT in real sales environments (e.g., migrate from China to Malaysia infrastructure).  
5. Expand language support, add more products and selling methodologies.  
6. Roll out to additional regions and OpCos.

# 6. Channels

- Embedded in CRM systems (Dynamics 365), Teams, and Email.  
- Voice‑enabled interface via desktop, mobile, or headset integration.  
- Cloud‑based, cross‑platform access with minimal manual updates through DocuWare and global info feeds.

# 7. Metrics (Measures of Success)

Organisational Metrics:  
- Increased conversion rates and deal size.  
- 50% reduction in pre‑meeting prep time.  
- 50% faster proposal generation.  
- Improved CRM data completeness.  
  
Adoption Metrics:  
- Frequency of use per rep (min. 2 times/day).  
- Feedback scores on voice suggestion relevance and accuracy.  
- Reduced ramp‑up time for new hires.  
  
Technical Metrics:  
- Voice recognition accuracy in multilingual settings.  
- Low latency in live voice suggestions.  
- System uptime and reliability.

# 8. Cost Structure

- Development: AI models, voice integration, CRM plugins.  
- Operations: Infrastructure hosting, speech‑to‑text services, maintenance, support.  
- AI API Costs: Per token/call charges for real‑time voice suggestions.  
- Training: Sales team enablement sessions.  
- Ongoing: Analytics, continuous improvement.

# 9. ROI

- Efficiency uplift: ~+1 deal/month per rep (e.g., 20 reps × $10,000 average deal = $200,000 monthly revenue uplift).  
- ROI: ~3,900%.  
- Strategic value: Enables a voice‑enabled sales force that is better prepared, more agile, and more effective without costly headcount growth.

Original Submission Links

[Li Ching](https://ricohap-my.sharepoint.com/personal/psiatras_ricoh_co_nz/Lists/AI%20Use%20Case/DispForm.aspx?ID=10&e=mSEFyx)

[Wayne Tan](https://ricohap-my.sharepoint.com/personal/psiatras_ricoh_co_nz/Lists/AI%20Use%20Case/DispForm.aspx?ID=14&e=PQY39G)