company_id : 66fff55829b112c45601c6c4

00:19 | Ajay Singh
Hi, David. Hey there.

00:20 | David Somers
How are you doing?

00:22 | Ajay Singh
Good. How are you?

00:23 | David Somers
Good. I was just looking at all the different note takers and AI bots.

00:28 | Ajay Singh
I hope. So I've got two of mine because one of the product and second is just the other one third party tube that I use to sort of experiment with and compare.

00:41 | David Somers
Yeah, all good. And the red AI was something I played with, but now I can't. Figure out how to turn it off, but I don't.

00:49 | Ajay Singh
So every time that I join the meeting, there are two other ones which I need to reject. Because somehow I signed up and I can never get rid of them.

00:58 | David Somers
Yeah.

00:59 | Ajay Singh
All right. How's your day looking so far? Yeah,

01:03 | David Somers
today's busy. I got a presentation tomorrow, so. I just carved out some time later today to get that done, but, yeah, it'll be a busy day. We got, like, an all company meeting late at night, so it'll be. A long one. It's

01:16 | Ajay Singh
a long one then.

01:17 | David Somers
How's your day? How's. Your day been?

01:19 | Ajay Singh
Yeah, my day has been very good. And after this, I have a couple of more meetings. So looks like it's going to be a long night for me as well. Where

01:27 | David Somers
are you based?

01:29 | Ajay Singh
So currently I am located in Bangalore in India.

01:34 | David Somers
Cool. All

01:35 | Ajay Singh
right, so we'll jump right into action. David. I think. First, quickly, the agenda for the meeting. Is to sort of do a recap on what we discussed in the last time, just so that. We both are aligned and on the same page. In terms of what you're looking for, your strategic priorities from catalog perspective. Second is I'll take you through the demo of the product itself. I think last time you got a sneak peek of it, but the idea is to sort of. Do a deeper dive. What I'll also do in the demo is that I'll not try to give you the demo of the entire product. Like listing out all the features, but I'll try to correlate it back to your priorities and just show you that portion of it right. There is no need to rush. We can always schedule one more meeting after this. And take you through the parts that we could not cover. All right? And we'll keep the last five minutes just to understand fewer feedback and determine the next. Steps. Does that make sense?

02:38 | David Somers
That sounds good. Yeah. So part of this, we can cover the next steps. A little bit of understanding, of pricing, how we would try it out. The other thing we probably won't have a chance to get into today. But you talked. About? We've mainly talked about discovery copilot. I'd like just a little bit on demo copilot you don't have. To show it. But is that a real offering? Is there any reason why you didn't? Talk about that before.

03:04 | Ajay Singh
That kind of thing. Yeah. Definitely so. Let me cover that part very quickly. So, see, we have two products. A discovery copilot. And demo copilot. I think based on all the discussions that I had with Shri Hari, we sort of identified a bigger need. For the discovery product, but yeah, happy to take you through the demo product as well. We are working on a different version of it, which is going to be released in January, so. Maybe the right time would be to again come back to it somewhere in January if you guys are interested in that. As well, but, yeah, we can always get started with the discovery product. Okay,

03:43 | David Somers
that sounds good. Yeah. And the reason I ask is that I've got one other person in my team. He's a former solutions engineer and is my technical enablement manager. So we are meeting in a couple of weeks to begin to define. What does that mean? What's the scope of his role? He's relatively new to the team. But in particular enabling. And reinforcing with our solution engineers. How to demo effectively. We use a value based demo methodology. So that may be of interest. It's totally fine to put it in the parking lot for now.

04:19 | Ajay Singh
Makes sense. Sounds good. All right, so I'll get it started. I'll do two things. One. Is take you through. This slide. And take you through the demo, and we'll keep on jumping between these two things, okay? All right, so, David, based on our last meeting, and some of it is also coming from the discussion that I had with Shri Hari prior to meeting you, right? What you see here is. My understanding of your strategic priorities, right? So please feel free to. Remove something from this list. That's the objective of this discussion today. What we understood the last time is that. Your number one trigger was essentially to look for a call recording software, right? You mentioned that. You guys don't want to spend too much money on hiring rather than that. You want to put it into the tech, into the stack to make sure that people are properly enabled through some software. Right? And that's where the need for call recording software came into. Picture right now in call recording software, as per my understanding, there are three basic functionalities which are always there in any call recording software, whether you're. Using a note taker tool like read AI or fathom or. You are also exploring. A more sophisticated solution like gong, which is much beyond call recording. They are more like conversational intelligence, revenue, AI platform and whatnot. Right? But these are three basic functionalities, which is having access to the transcripts, having access to the video recordings, and having access to the summary and the. Action items from that meeting. Right. These are three basic requirements of call recording. Does that make sense? Anything that you would want to add to. This.

06:18 | David Somers
That makes sense.

06:20 | Ajay Singh
Yeah. Very basic stuff, right? So let me first cover that part so that you can see. How you can get access to that. So I'll now take you through the product, okay? So what you're seeing here is. The post meeting screen or the post call screen. So the call is over. The call is over. And now. The account executive is going to land into this particular screen, right? Now, three things that we discussed there. First is. Transcript, right? So you can click on check transcript here. And that's where the entire transcript. Is available for the meeting that happened. We have also given a copy transcript button here because we realized that in few companies that we are working with. They have a requirement where they need to keep this transcript into their CRM. As well. Okay? So we don't want people to go and copy paste everything by manually selecting so that's why, just to make it easy, we have given a copy transcript. Feature here as well. And apart from that, you have the meeting video here, so you can click on the meeting video. And you have the entire video with you. And let's say. You want to skip to any portion, you can skip to portion in that video and automatically the transcript is also available along with that. Right. So the way that it becomes very helpful for salespeople is that? Let's say. I was listening to this. Now I want to, let's say, go here and understand what Rob said. I can just click here and immediately it will take me to that part of the video, which is related with. This transcript.

08:06 | David Somers
Can you download the video from here or no?

08:09 | Ajay Singh
Not right now, but if that is something, that is the requirement that you guys have, we can. Always enable that.

08:15 | David Somers
Okay. And not a requirement. Just curious right now.

08:18 | Ajay Singh
Okay, sure. Yeah. Typically we have seen that downloading a video. Is just consumes too much bandwidth. So people typically don't do

08:29 | David Somers
that.

08:30 | Ajay Singh
All right, apart from this. The summary and action items are also here. So action items are clearly listed here, and along with the due date as well. So any date which is mentioned in the call itself. So, for example, this is the meeting that I did with Rob. I know that. I need to take care of these action items and this is the due date for those action. Items. Okay,

08:54 | David Somers
does that sync with Salesforce or no?

08:58 | Ajay Singh
Currently not. But if that is the requirement, then we can explore that further in terms of integration. With Salesforce and making sure that these action items are there. Typically, we have seen that. The way that reps use it is that they just want to know what the action items are and. They typically make sure in their own format that they follow up on that.

09:17 | David Somers
Yeah. Just seeking to understand. Can they mark this off as done, or does it literally just. Hey, these were the action items.

09:25 | Ajay Singh
These are just action items right now, but, yeah, we can always take that feedback and do that. Enhancement here.

09:33 | David Somers
Okay,

09:33 | Ajay Singh
got it. Okay. Apart from that. Summary is a very interesting part, and this is something that we have done very deeply. With the salespeps who are currently using the product, right? Yes. I mean, overall summary is important, but what is important for sales reps is to understand. A little bit in better context. How did the call go? Right. So what we have done is that we have taken a question and answer format here. Right. So all the questions or the topics which were discussed by the sales rep are put here and all the answers which were given by prospects during the entire call is. Neatly summarized in three bullet points. Okay, so, for example, in this case. I asked. Rob we were discussing about how does he handle and customize the product demos in his company? Because they are catering to different clients, different industries. He gave a very long answer, which is here. But the summary of it, the gist of it is there in three bullet points. And the good part of these bullet points are that our AI model is able to pick all the numbers dates, which are highly relevant for. Those discussions, right? So I know exactly that. 25% to 50% of the times they require customer demos. When they require custom demos, then the standard demos can be completed in under an hour, while custom demos may take two to 10 hours, depending upon the complexity of the product. Okay, so these are the kind of things that we have in terms of summarizing the entire call. What we've also noticed is that many times. Sales reps may have some open ended questions, right? And they are very creative in that way. So what we've done is that we have. Given ask sales feature as well. So you can come here. And type anything out. So, for example. Give me a summary of this meeting. In five bullet points. Okay. And click on this, it will give you the answer in five bullet. Points. So it's almost like a GPT. For that opportunity.

11:46 | David Somers
Many, in fact. You have just an open AI. Integration or something behind the scenes.

11:54 | Ajay Singh
We have integration with three llms. OpenAI is one of them. We have got two more. One is with Claude and the third one is with Google Vertex. The reason we have integrated with three llms is because. I told you last time, my co founder had built an AI platform in a very large company. Which was used by thousands and thousands of users. Right. So we realized that each LLM has an advantage and a disadvantage. So what we do that we integrate with all three of them. So. That at the end of the day, you get a very high quality output. Yeah.

12:28 | David Somers
And it keeps changing too, right? If you leap progging each other with new capabilities. So OpenAI cloud and Google, what did you say?

12:37 | Ajay Singh
Anthropic Google and OpenAI. Okay. Yeah. And the good part here is that just like GPT. You have the summary of previous search as well. So, for example, if I came before and asked something else. It's already there in the system. I don't need to type it. Out again. Okay. All right. I'll go back to the slide.

13:08 | David Somers
Sorry. One more question on that other side. You had a little bar that said critical 80%. What was that?

13:16 | Ajay Singh
Correct. So I'm going to cover that in the next one, which is exactly a good segue for that. I guess your need was little bit more than a call recording software and you wanted to get something which can actually enable the sales reps by giving them better insights, better way of doing. Discovery. In alignment with the sales methodologies that you guys have. Right? So I think. This is going to become very interesting for you, which is the effective discovery use case, and that's where you mentioned about three things. You mentioned asking the right questions. Implicating pain of the prospect, the deeper level of pain, and then understanding that pain, tying it back to the solution, showcasing the value to the executive. Right, so these are the three things. Right now. I'll show you. How in our product, these three things are enabled, okay? All right, so. I'm going to jump to. My product now. So, David, what you see here is the pre call or pre meeting section of our product, okay? So. Before. You are getting into the meeting at any point of time, five minutes before or five days before. You can come to this screen. And prepare for that meeting. And that's where there is a list of questions. Discovery questions, which are pre populated for you guys, okay? Now, the good part is that. These questions are not going to be something which is completely different from your sales rep because these questions are primarily coming from your historical call recordings, right? So they would be already used. To not only seeing these kind of questions, but also asking these kind of questions right now, the way that it becomes very different now is that. We are able to take the best discovery questions from the historical calls. So which means that. It acts as a guide post for people to make sure that. They are. Consistently asking the right questions. To the prospects in different meetings. Okay. And. That's where this critical tab comes into the picture. Okay, so when you click on this. Critical tab. It will show you why it is critical. Now, the reason why it is critical is because this question was asked 100% of the times. In the previous discovery calls, in, the historical discovery calls that other reps are doing. Right. So if it is a critical question, you are going to see the rationale for that discovery question. As well, because it has been. Asked 100% of the time. 80% of the time. 90% of the times. Okay. Apart from this. The critical questions. There are going to be more type of questions which are going to pop up here, which are going to be more contextual in nature. So, for example, Let's say. This is a second meeting, so in the second meeting, you are going to see some questions which are going to be having a tag called previous discussion. And what previous discussion means is that this question was discussed little bit in the previous call, but we need to go back to that question. Again and dig deeper because we did not get enough time. In the first call to do a deeper discovery on that particular topic. Right. So it ensures that the reps are always asking the most important questions, and they are also asking the contextual questions, which are based on the previous calls that they did with that prospect. Does that make sense? Again, the good part is that this is all coming from the historical call recordings, so we are not trying to teach something new to the salespeople. It is just that we are trying. To make it more standardized and bringing consistency across the entire sales team. So that entire team is acting at one level to make sure that discovery process is very seamless and very good for the entire right. The other thing is that. These questions are coming, obviously, from your historical call recordings, but they're also coming there because some of these questions are also linked to your MeDpic framework. Right, so you mentioned about that. Last time that you guys are using metic methodology for. Your enterprise kind of deals, whereas you are using band or ice framework for slightly transactional SMB kind of deals, so. You will have the questions which are also coming because they are related to one of those methodologies. And this ensures that. Reps are asking the questions which are super critical for Catalon to get answered and move the deal to the next stage. Okay, I'll take a pause here. Does this make sense? For you from catalan perspective.

18:40 | David Somers
I think so. I'm trying to understand it. So, a few questions. One I see here. Home opportunity pre call. So I'm inferring that this pre call is associated with an opportunity. What about if it's not yet an opportunity, if it's just. Cold outbound or it's like a leave, not an opportunity yet.

19:01 | Ajay Singh
Yeah, so that's a great part. So anytime. Any meeting which is scheduled on your salesperson calendar with a prospect. We will create. A field for that called as opportunity. It doesn't mean that it is an opportunity. It will be basically an account name. In that case. So let's say I'm talking. To Catalon for the first time. I have a meeting with David. Automatically, the system will create catalog as an opportunity here, and all the calls will be tagged to that opportunity automatically. Okay.

19:38 | David Somers
The other part is. Could I use this to say I believe we have guidance of what an effective discovery call looks? Like for different segments. Can we compare that with? How they actually sound. And how would I do that?

19:58 | Ajay Singh
Sorry, can you just come again on that?

20:00 | David Somers
We have a job aid that says, here's kind of the sequence of questions that we encourage you to ask, we're not telling you. We don't want you to sound like a robot, so it's not like going. Down a list. But generally this is the approach. I don't know if. Are following that approach or if they're doing something different. And I'm open to it. Could be that they're doing something different, and I need to coach them to do it the way we want them to, or it could be that. They found a better way. Right. And

20:30 | Ajay Singh
I need

20:30 | David Somers
to take my training to

20:32 | Ajay Singh
incorporate

20:33 | David Somers
some best practices.

20:35 | Ajay Singh
Perfect. I'm glad, David, that you asked this question, so. This is dynamic in nature as well, right? Not so dynamic that it is going to change every day. But it's more like a 15 day or 30 day. And obviously then there is an approval mechanism as well, so that somebody at a senior level looks at it. Wets it and then only it enters into the system. But the way that it is dynamic. Is that? First of all, When we train our model on your historical call recordings. It is going to also pick up the questions. And it is going to pick up the questions. In the sequence in which it is. Getting asked, right? So if somebody asks, let's say question number one, it's going to show at the top, then two, then three, and then four. So not only the questions are getting populated, but the best sequence is also getting populated. Okay, that is one. That is how we start the copilot. Right now. Let's say you guys are using it for 15 days, 30 days. Lot of meetings have happened, lot of call. Calls have happened. People are following that. Not following that again. The system will relook at those 15 days, call recordings and readjust it based on the best calls so you don't. Need to do. I mean, nobody needs to look at that manually and make the sense out. Of it. Where a lot of time goes, the system sort of does. That automatically. Okay. We also provide a complete flexibility to the rep. Like, for example, let's say? I don't like this sequence. Okay? So I want to ask this question. The first. Let's say I can just drag and drop, move it to the top. That's all.

22:11 | David Somers
Could I add a question if I see.

22:14 | Ajay Singh
You can add in question by clicking here. You can edit a question. You can delete a question.

22:21 | David Somers
Got it. There's the pre call, there's the post call, there's the. During the. Call. How do all these connect?

22:31 | Ajay Singh
Yeah. So it connects the way that. Your meetings are happening, so let me go back to the home page. Okay, just to give you an overall flow of it, right? So let's say I have a meeting with you today. I'll come here and schedule a meeting, okay? Right now. This is a manual step, David. But in two, three days. We are also doing a Google calendar sync so that all of your meetings which are there in your Google calendar are going to show up automatically here. But this is basically how it starts, right? So you create first the meeting. Let's say this meeting is created demo to David which. Is at this time. I come here? This is my Pre call screen. This is where I can see all the Questions. I can see the research. On the buyer. I can have a look at the recap if it was a second meeting, whatever. Now, once. I'm done with this pre call, and I want to start the call. I'll come here and click on start the call. As soon as I click on start the call, the copilot will go and join the Google Meet. Or zoom. Yes. Okay, now, as soon as the call is over, right, the copilot will leave the call and immediately the rep will move to the post call screen where they can see all the analytics. So it all happens in a very seamless manner. They don't need to take any kind of manual steps the way that you do meetings. Preparation for a meeting. Start the meeting, end the meeting. It all happens in that way. Got it?

24:03 | David Somers
Okay with just a few minutes left? Can you give me an overview of pricing model? How would try this out?

24:12 | Ajay Singh
Yeah, definitely. So, yeah. I think. We can definitely schedule one more call so that we can get into the other three things that you mentioned which. Are also very important. But yeah, quickly. To. Recap on this. See, we can enable our trial for you guys, and I think the trial is very simple in our case because. The product works the way that. You saw in the demo itself because it's a copiloted joints in the real. Time. It works a way that I showed to you, so we can always set up a trial. For you, we can define. What is the intention of that trial? How many people are going to try it out for how many meetings. What's the intended use? Case and things like that. Right. So those are the. Things that we can do to enable a trial. Second is in terms of pricing. Look, there is a range. Of pricing that I can give to you today. Also, it will be somewhere between fifteen thousand dollars. To thirty thousand dollars. But again, it depends upon multiple things, right? It depends upon how many people are going to use it. What's the usage and things like that to make it easy, we will not keep it. As our tiered pricing. So what I mean is that. We're not going to charge you for every meeting extra or something like that, right? So. We'll understand the usage for the next six months or for one year, bake that. Into the pricing as an upfront contract until we operate in that guardrail. Right. So let's say you have ten e's if you're going to get to twelve. It's fine. But if you're going to get to 20, obviously, then. We need to revisit the pricing. Right, so we'll keep it in that way. And come up with the pricing range. So. Yeah, that's the pricing range. I just wanted to understand from you. You mentioned that. You are evaluating a call recording software, but you're also looking at software like Gong, which are. Obviously you would have done your research. They are into other price brackets. So what's the budget that you guys have in mind? For this.

26:16 | David Somers
Yeah. And just to clarify, If I said we're looking for call recording software? The technology, the tool is just the enabler of what we're trying to get to. You highlighted some of those strategic priorities. So we're looking for things that can help us. Better understand how we can increase upsell. So it's all outcome based. Improving conversion, expanding, accelerating the sales cycle, improving the average deal size. We believe that an investment in a conversation intelligence tool will give us insights to help with those things. And so that's what we're evaluating. Currently, an annualized budget of 30k. But. We don't know if that's the right amount or not. And that's for the whole team. So it's about 40 people. What else? So we're in the process of looking at Salesforce, Einstein looking at gong. This week and next week and then making a determination just to be transparent of that money. It's not necessarily earmarked for conversation intelligence. We're also looking at user gems as a way to increase the number of leads that we have. So we'll need to make a determination of. What category do we spend that money? Which one do we think is going to give us the best RoI and help us with those? Desired outcomes the most.

27:42 | Ajay Singh
Absolutely. Got it. Thank you so much, David, for this context, and quickly. How you said a team of 40s. Does that mean these are account executives or is this. Include customer success.

27:54 | David Somers
It includes account executives, account managers and bdrs for both enterprise and commercial. It does not include solution engineers or customer success managers.

28:06 | Ajay Singh
Okay, got

28:06 | David Somers
it right. We're looking at. Gong offers the ability to have. Free collaborator licenses or something like that for those roles, so we're looking at starting them. With, like, a listener license, but. Not investing in them as, like, a full user.

28:25 | Ajay Singh
Got it. I think ballpark, then. It works in the range that we have in mind. And the budget. Overall that you have. Obviously, from those 40 people, we can understand how many of them just require a sharing option so that we can enable that because. They're not going to be using the product in and out. Right. So that's where I think we have complete flexibility on this. Just quickly, before we end the call. What is the next step that you have in mind?

28:53 | David Somers
Yeah. So this budget opens up in February. So we're evaluating things this month and hoping to make some decisions of which path do we move forward. So, yeah, let's do the one more demo so I can understand some. Of those other use cases. And we can figure out where to go from there.

29:10 | Ajay Singh
Cool. Are you available on this Friday?

29:14 | David Somers
Yeah, this Friday, the same time. Is that too late for you?

29:18 | Ajay Singh
No, that works for me. And do you want to keep it, like, for 30 minutes or slightly longer?

29:24 | David Somers
We can do a little bit longer on Friday.

29:27 | Ajay Singh
All right, so Friday I'll book you. Book your calendar for 45 minutes, and we'll, take it from there.

29:32 | David Somers
Okay, sounds good. Thank you.

29:33 | Ajay Singh
All right. Thank you so much. Take care.

29:35 | David Somers
Bye. Bye.