

Powerful Conversation Intelligence

Built on Call Recordings & Transcriptions

Did you know that **you already have everything you need to scale your marketing strategy and sales funnel?** It's all in your phone conversations - if you know how to use them. Think:

GOAL	TACTIC
Faster, more personalized internal training	Recording for sales coaching
No more wasted follow-ups with poor-fit leads	Transcriptions to automate lead scoring
Decisions based on real and relevant data	AskAI Summaries for bulk analysis

How to Reach Peak Value with Your Phone Conversations

what a view!

Level 5
Review, Revise, Grow

Level 4
Turn on Call Summaries

Level 3
Use Keyword Spotting

Level 2
Transcribe Your Calls

Level 1
Record Your Calls

HOW TO GET THERE

LEVEL 1: RECORD YOUR CALLS

Record your call audio for future review.

- Find out exactly what customers want from your business
- Hear the points in a conversation that make or break a sales opportunity
- Learn how callers feel about your products and services
- Catch opportunities to coach or train your staff

Call recordings come free with every CTM plan!

LEVEL 2: TRANSCRIBE YOUR CALLS

Turn your recordings into speaker-organized scripts.

- Easily review calls from your email, Salesforce log, or wherever you have them delivered - no headphones required!
- Spot-check agent performance
- Scan transcripts for sales and marketing opportunities and trends

Your first 3,000 transcription minutes are free with a new or upgraded CTM Pro or Sales Engage Plan - and \$.02/minute for each additional minute.

Transcription



LEVEL 3: USE KEYWORD SPOTTING

Scan transcripts for keywords.

- Tag and score your calls
- Sync marked conversion to your ad channels, like Google Ads
- Get alerted when call patterns are identified
- Automatically redact sensitive information
- Discover which products and services leads/customers mention repeatedly

Included for free when you turn on transcriptions

ready to buy



Call Score

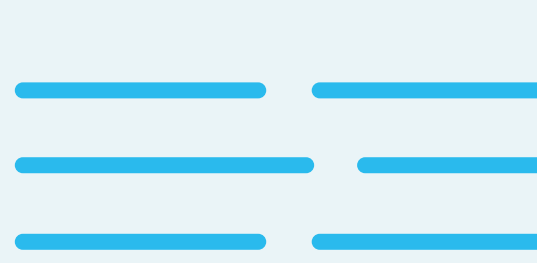
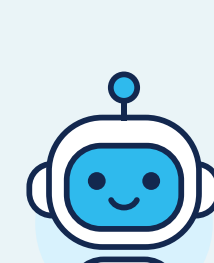


LEVEL 4: TURN ON CALL SUMMARIES

Get customized AI-powered summaries & action items automatically delivered to you

- Choose which summaries work for your goals e.g. Classic, Action Items, Sales, Question-Answer, etc.
- Get your summaries delivered via email, right into your call log, or link them to Salesforce
- Calls, or video chats, too? It's up to you.

- 3,000 transcribed minutes included on CTM Marketing Pro & Sales Engage plans
- \$.05/activity after 3,000 transcribed minutes

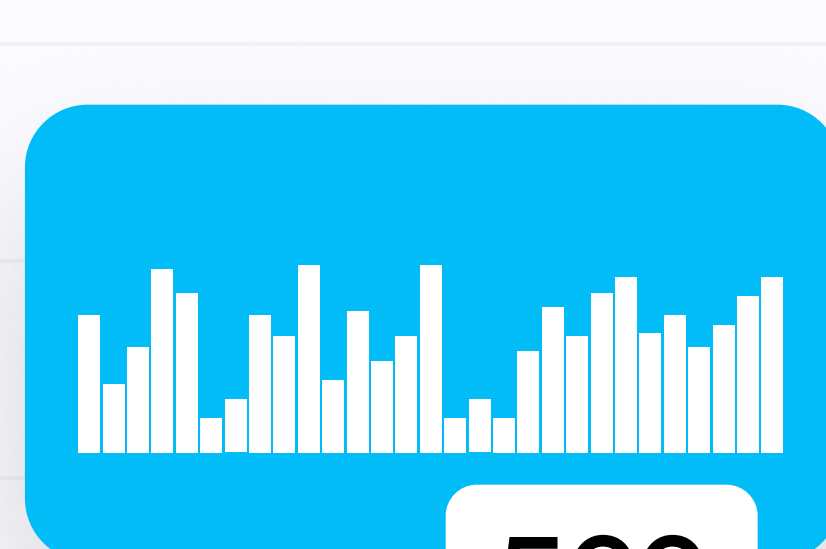


LEVEL 5: REVIEW, REVISE, GROW

Turn your conversations into action items & revenue opportunities

- Meet regularly with your team to review calls and identify growth areas
- Pull out key words and themes to guide your sales & marketing strategy
- Offer your audience what they want based on real conversations & insights

Streamline your team's tasks further by adding AskAI to your account for just \$.01 per question



522

↑ 26,9%

With each level of conversational data comes greater insight and scalability. Your phone calls are rich with insights that can help you make better business decisions, improve your internal training and sales coaching, and turn leads into customers.

Ready? Let's get there together. Schedule your demo today.

[Book My Demo](#) →