

# CHECKLIST: HOW TO CHOOSE THE RIGHT CONVERSATION INTELLIGENCE (CI) TOOL?

Must-have CI capabilities based on your revenue goals and objectives

## Overall Goal

Improve Sales Performance

## Capabilities

- ✓ Recording calls
- ✓ Call transcripts
- ✓ Keywords extraction
- ✓ Call summarization
- ✓ Standard reporting metrics
- ✓ 2-3 languages supported

**BASELINE**

## Overall Goal

Ace Revenue Growth Game

## Capabilities

- ✓ Buyer Intent Analytics
- ✓ Emotion & Sentiment Analysis
- ✓ Enhanced meeting summaries with next steps
- ✓ Topic identification
- ✓ Live note taker
- ✓ Real-Time in call guidance

**BEHAVIORAL**

## Overall Goal

Become a Leader with Long-term RevOps Agility

## Capabilities

- ✓ One workspace for GTM collaboration
- ✓ Conversation Insights for both offline & online meetings
- ✓ Integrated workflows
- ✓ Computer vision analysis
- ✓ Context-triggered Email Assistant
- ✓ Integrated score for buyers & sellers
- ✓ Comprehensive coaching scorecards
- ✓ Easy integration with CRM & other data systems

**STRATEGIC**