

# The Beginner's Guide to Conversation Intelligence for Sales

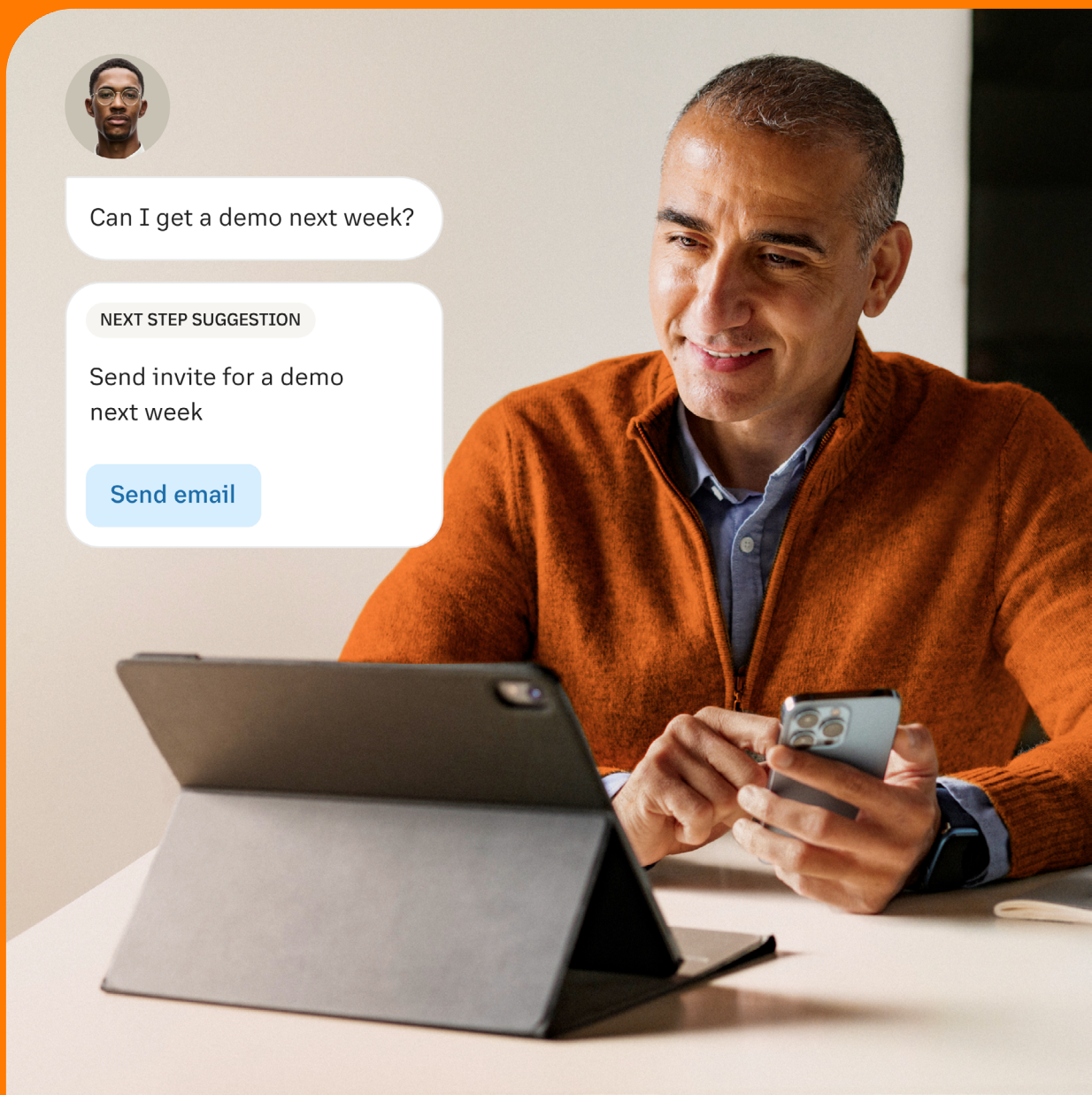


Can I get a demo next week?

NEXT STEP SUGGESTION

Send invite for a demo  
next week

[Send email](#)



# Table of contents

CHAPTER 1

The Positive Impact of People-Centric AI

Changing Landscape, Accelerated

3

4

CHAPTER 2

The AI Glossary

What Is Conversation Intelligence (CI)?

What Is Revenue Intelligence (RI)?

6

7

8

CHAPTER 3

When CI and RI Work Together Key Revenue Players Win

11

# The Positive Impact of People-Centric AI

Artificial Intelligence (AI) has been the hot topic of discussion around dinner tables and virtual watercoolers over the last few years as more and more people begin to experience its impact firsthand. But AI has been a part of our lives for a while, albeit in a more behind-the-scenes way.

---



26%

Up to 26% boost in GDP for local economies from AI by 2030

PwC, "Sizing the prize"

Every time you spell-checked a document, or activated your email spam filter, or called your bank and responded to that recorded voice on the other end, you interacted with AI. That helpful automation was primitive AI, before it evolved into the game-changing generative AI as we know it now.

Today, that spellchecker can suggest revisions and translate your text into other languages. That spam filter learned how to detect fraud. And that interactive voice response system paved the way for virtual assistants that can control smart home devices and more. AI has come a very long way in a very short time.

As the debate rages on between AI evangelists and skeptics about whether its net effect on workforces in every industry is harmful or helpful, one thing is certain: AI is already changing the way the world works. AI is changing the economics of everything.

While generative AI for business is still in the early days of experimentation and adoption, it's quickly becoming the can-do solution for just about every optimization brainstorm that starts with "What if we could..." and "Wouldn't it be nice if...." Tech savvy organizations are wisely fast tracking AI onboarding with a focus on applying its automation in ways that unlock their people's potential. A welcome focus on empowerment instead of replacement.

# \$10.3 trillion

in economic value  
added by 2038 from  
people-centric approaches  
to gen AI at scale

Accenture, “Work, Workforce,  
Workers”

## Changing Landscape, Accelerated

While those who've never used AI for work might understandably perceive it as a job threat, according to a recent BCG report, “Achieving Individual — and Organizational — Value With AI,” 60% of surveyed workers actually consider AI a coworker. It makes sense. Once you've experienced how much easier AI can make your job, you're much more likely to embrace it, and rely on it over time.

The same report goes on to list the following benefits for workers using AI:

### **Increased Competency**

Workers use input and insights from AI to make better decisions.

### **Increased Autonomy**

AI helps workers learn from past actions and offers informed recommendations.

### **Stronger Relationships**

56% of surveyed workers feel that using AI has improved interactions with team members. Now let's take a look at some of the high-level organizational benefits and reasons why it's a good idea to get in early.

The transformative potential of AI is disrupting traditional business models, empowering organizations to unlock new opportunities, improving operational efficiency, and delivering exceptional customer experiences.

AI has become more powerful and more accessible than ever before thanks to advancements in computing power, availability of big data and breakthroughs in machine learning algorithms. For organizations striving to meet ever-evolving client expectations and looking to unlock the full potential of their workforce, AI is swiftly becoming the tool of choice.

Here are a few good reasons to get on board early:

### **Anticipating Customer Needs**

AI can help organizations anticipate customer needs by analyzing and understanding vast amounts of data. By leveraging AI-powered analytics, businesses can proactively address customer demands, provide personalized experiences, and tailor their products and



---

**Globally, are using AI 35%**

**Exploring the technology 42%**

An increasing number of businesses, about 35% globally, are using AI, and another 42% are exploring the technology.

IBM, [“AI vs. Machine Learning”](#)

services accordingly. Late adopters may struggle to meet customer expectations and lose market share to more customer-centric competitors.

### **Streamlined Operations**

AI automates repetitive tasks, enabling organizations to optimize their operations. Through machine learning algorithms, AI can analyze complex data sets, detect patterns, and make data-driven decisions that lead to improved efficiency, reduced costs and faster time-to-market.

### **Increased Productivity**

AI can automate manual processes, freeing up employees to focus on more strategic and creative tasks. By offloading repetitive and mundane tasks to AI systems, employees can focus on high-value activities that require human intelligence and creativity, leading to increased productivity and employee satisfaction.

### **Data-Driven Decision Making**

AI enables businesses to make informed decisions by analyzing large volumes of data. By leveraging AI-powered analytics, companies gain valuable insights into market trends, customer behavior and competitor strategies. This facilitates strategic decision-making for sustained competitive edge

### **Innovation and Market Disruption**

AI is disrupting industries and reshaping market dynamics. Early adopters of AI can leverage its capabilities to pioneer innovative solutions, gain market share and establish themselves as industry leaders. Those who fail to embrace AI risk falling behind their competitors and losing market relevance.

### **Future Readiness**

AI is rapidly advancing and its impact on the market will continue to grow. Getting in early enables businesses to build AI capabilities, develop expertise and adapt to the evolving AI landscape. This positions them to navigate future challenges and capitalize on emerging opportunities.

---

**95%**

of surveyed employees see value in working with gen AI

**82%**

say they already have some understanding of the technology.

Accenture, [“Work, Workforce, Workers”](#)

# The AI Glossary

Before we proceed, let's take a moment to clarify the distinction between some terms that are too often used interchangeably.



### Artificial Intelligence (AI)

Refers to the field of computer science that focuses on creating intelligent machines that can perform tasks that typically require human intelligence. AI involves developing algorithms and systems that enable computers and machines to perceive, reason, learn and make decisions.

### Machine Learning (ML)

A subset of AI that focuses on the development of algorithms and models that allow computers and machines to learn from data and improve their performance without explicit programming. Machine learning enables systems to automatically learn from experience and make predictions or decisions based on identified patterns and relationships within datasets. While AI encompasses the creation of intelligent machines, ML specifically emphasizes the use of data analysis to enable machines to learn, improve and make informed predictions or decisions

### Big Data

Refers to the large and complex datasets that cannot be easily processed or analyzed using traditional methods. AI often relies on big data to train models and extract valuable insights. Big data technologies and techniques, such as distributed computing and data mining, are essential for AI applications.

### Natural Language Processing (NLP)

NLP involves the interaction between computers and human language. It focuses on enabling machines to understand, interpret and generate human language

in speech or text form. NLP powers applications like chatbots, language translation, sentiment analysis and voice assistants.

## **Generative AI**

Refers to a branch of AI focused on creating models and algorithms that can generate new and original content — such as text, images, music or videos — based on patterns and structures learned from existing data. It involves training models on large datasets to understand the underlying patterns and relationships within the data, enabling them to generate new content that resembles the training data but is not a direct copy. Generative AI has applications in various creative fields, content generation, and simulation, and it continues to advance the capabilities of AI in producing realistic and creative outputs. ChatGPT and DALL-E2 are two well-known generative AI platforms.

## **What Is Conversation Intelligence (CI)?**

Now that we've defined some common AI terms, let's spend a little more time on two specific aspects of AI that are directly upleveling customer experience, improving efficiency and optimizing revenue.

### **First up, conversation intelligence.**

Conversation intelligence (CI) is a tool that uses AI, machine learning (ML), and natural language processing (NLP) to capture and analyze customer conversations over phone, email and chat. It typically includes features like transcription, sentiment analysis, keyword spotting and conversation analytics.

The goal of conversation intelligence is to uncover patterns, trends and key insights that might otherwise go unnoticed. The insights include identifying customer pain points, understanding sentiment, evaluating sales techniques, measuring customer satisfaction and detecting compliance issues in regulated industries. These insights in turn inform decision making, optimize sales and marketing strategies, and improve operational efficiency.

## Conversation Intelligence Benefits

### Analytics and Predictive Insights

Many of these tools have standard analytics embedded into them to provide summary statistics and quantitative/qualitative reporting. Predictive analytics, like revenue forecasting, also can enrich the user experience and are used to support critical business decisions.

### Personalized Recommendations

With machine learning (ML), bots can retain the buyer journey of all customers. This proves to be beneficial when a customer returns to the business. Bots can give personalized perspective to the customers and help them in decision making.

## Conversation Intelligence in Action

**Client:** Insurance Hub

**Solution:** RingSense for Sales

RingSense for Sales uses conversation intelligence to analyze call content for categorization, which in turn makes processes much more efficient.



"With a simple keyword, managers can find specific types of calls, whether they want to review 'cancellation calls' one day or focus on 'new quote calls' the next. This feature surfaces all relevant calls at once, allowing us to either listen to specific segments or read concise summaries."

– Lee LeBaigue, Senior Vice President, InsuranceHub

Next up, let's examine revenue intelligence and the organizational benefits that come with it.

## What Is Revenue Intelligence (RI)?

Similar to conversation intelligence, revenue intelligence (RI) platforms also use AI and machine learning (ML) to identify trends, metrics and KPIs to gain a comprehensive view of buyer reality, accelerate sales cycles and support accurate forecasts for revenue growth.

The data-gathering process typically covers all areas of sales engagement and buyer experience, including competitor mentions, objection handling, budget discussions, decision-making authority, deal progression and selling methodologies.

The ultimate goal of revenue intelligence is to maximize revenue by leveraging these data-driven insights across various aspects of the business including sales, marketing, pricing, customer success and market strategies.

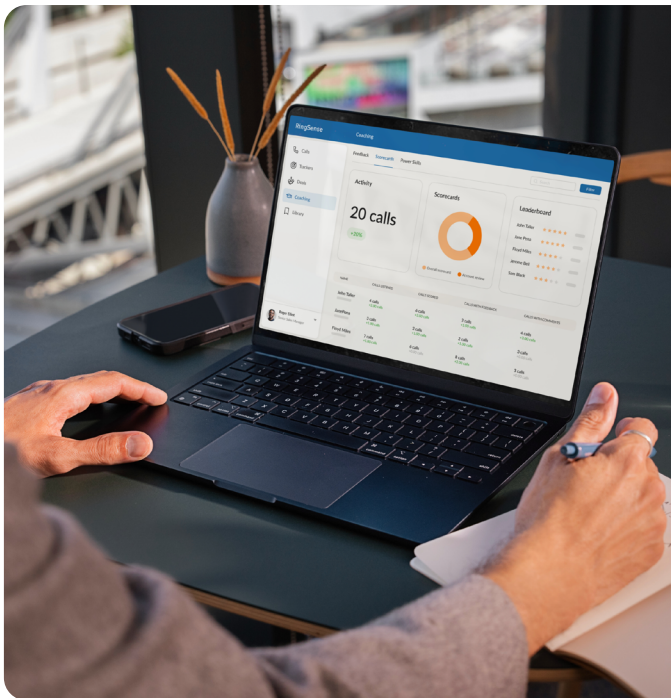
## Revenue Intelligence Benefits

### Fewer Data Silos

Traditional marketing, selling and service processes exist in silos. Data is collected and analyzed in each department, and analytics software centers on the respective needs. With revenue intelligence, cross-functional data is used to create more synergy and collaboration among customer-facing units.

### Sales Funnel Focus

Revenue intelligence addresses every stage in the revenue cycle, with analysis of leads, conversions and post-purchase product usage. This complete cycle view allows for greater strategy in attracting and retaining the most ideal customers.



### Competitive Advantage.

In a competitive industry, the line between success and failure is very thin. Leveraging the power of AI-driven data to optimize the entire customer lifecycle is a game-changer.



## Conversation Intelligence in Action

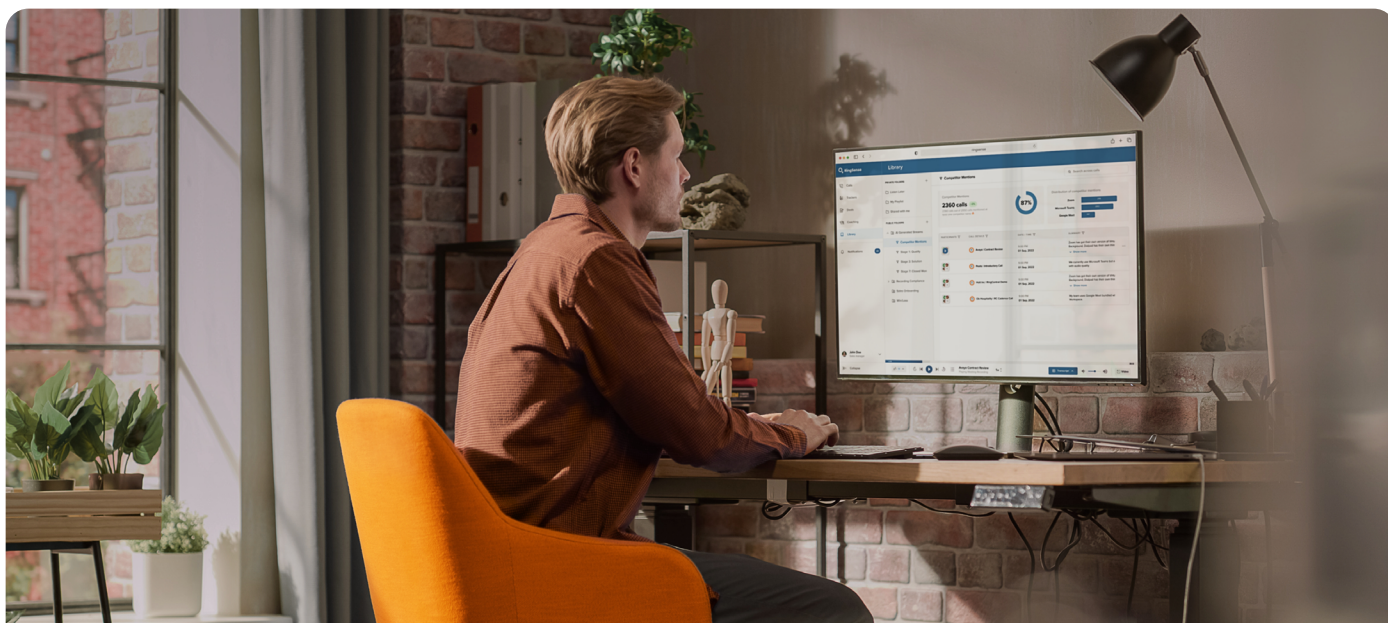
**Client:** RingCentral Sales Department

**Solution:** RingSense for Sales

RingCentral's Sales leaders used RingSense for Sales to derive strategic market insights, achieve efficient lead qualification and deliver high-potential deal focus.

Within the first six months of using the platform, our sales teams reported the following improvements to their operations:

- 10–20x overall time savings
- A productivity gain of 1 day per month
- An increase in coaching productivity of 4–5x



"We're gaining and implementing so many useful insights with RingSense tools such as the call overview, the AI coach and key metrics including sentiment, energy and others that would be extremely difficult to quantify without these AI capabilities."

– Lee LeBaigue, Senior Vice President, InsuranceHub

# When CI and RI work together key revenue players win

Conversation intelligence (CI) and revenue intelligence (RI) can work hand in hand to empower your organization with a host of innovative benefits and features. Let's take a look at the CI and RI benefits team by team:

### For Sales

AI automates the most tedious parts of the job so your sales team can focus on closing.

- AI makes sense of your customer conversations and automatically updates your CRM records with summaries and action items.
- Proactively get ahead of deal risk by tracking key selling moments.
- Bring in the right players and top performers at the right time.

### For Revenue Leaders

Improve win rates by pinpointing exactly what impacts deal progression and deliver exceptional onboarding and coaching.

- Drive superior coaching with real conversations and custom scorecards.
- Accelerated speed-to-value with tailored onboarding.
- Turn your sales reps and new hires into quota-crushers with right-message-right-time feedback.

### For Sales Enablement

Understand your business at a macro level with real-time trends and actionable insights that shape your revenue organization.

- Create custom libraries of the best sales techniques and strategies.

- Use the actual voice of your customer to inform and enrich sales playbooks.
- See how well individuals and teams leverage your sales process and tie them to sales effectiveness and revenue growth goals.



## For Customer Success

The best CSMs are good listeners. Be the advocate your customers dream about by being close to the action.

- Quickly get up to speed on the entire buyer journey so you can be ready the moment you take ownership.
- Monitor ongoing upsell activities so you can advocate for the best customer experience.
- Review past interactions so you can follow up with a refreshed perspective.

## For Marketing

Collaborate with the true voice of your customer.

- Listen for key moments so your marketing teams can better understand customer behavior and preferences.
- Listen to only the interactions that matter, helping you hone in on the topics that interest you.
- Share customer-driven messages with your go-to-market teams so you're aligned on the right content.

### Automation

Syncs automatically with Salesforce, Hubspot, Microsoft Dynamics and other CRMs to keep prospect or customer opportunities accurate and up to date.

Now let's compile a list of CI- and RI-enabled, must-have features to look for that will make life easier for all of your key revenue players:

### Highlights and Summaries

Automatically generates a dashboard of key insights, summaries, and tasks of customer calls for easy reference.

## Sharing and Collaboration

Hot-link to key moments, so you can better collaborate with your team or other stakeholders."

## Coaching with Human and AI Scores

Drive superior coaching and sales best practices with automated coaching insights.

## Custom Trackers

Use key measures from your selling model to track that reps are following the proper methodology. You can also leverage related word forms to expand context.

## AI-Driven Next Steps

Remove the guesswork of next steps by automatically identifying actions for follow-up.

## Integrated Reporting

Create personalized performance tracking reports automatically for your teams or individual reps.

## Integrations

Gain insights into your pipeline, deals, and customer interactions to keep a more accurate forecast by connecting your conversations to your CRM.

## Alerts

Get alerted for call filters or playlist updates to be proactive and respond only to the items that need your attention.

## Custom Playlists and Sales Plays

Quickly generate sales plays and custom playlists.



**If you're having trouble finding a solution with all of the above features and benefits, take a look at [RingSense for Sales](#).**

# AI-Driven RingSense for Sales

**From the trusted leader in cloud voice.**

In the world of conversation intelligence, RingCentral's RingSense for Sales stands apart because it enables businesses to unlock the full potential of their customer conversations, driving actionable insights and optimizing communication strategies.

RingSense for Sales is a powerful cloud voice solution that combines the benefits of AI, machine learning (ML), and natural language processing (NLP) to deliver conversation intelligence that goes beyond traditional call recording and transcription.

RingSense for Sales tames communication chaos by unlocking conversation intelligence from customer interactions across calls, emails and video meetings. With RingSense, your sales team can consistently beat quotas, quarter after quarter.

Visit the [RingCentral website today](https://ringcentral.com) to learn more.

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.

**RingCentral**

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. [ringcentral.com](https://ringcentral.com)

© 2024 RingCentral, Inc. All rights reserved. RingCentral, the RingCentral logo, and all trademarks identified by the ® or ™ symbol are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.