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AI Conversation Intelligence Adoption Guide

This step-by-step adoption guide helps you strategically implement and scale conversation intelligence within your organization. It starts with automation, testing in a smaller scope, and scaling across different departments and use cases.

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Chapter I

What Is A Conversation Intelligence Platform?

The pressure on contact centers has never been higher. Customers demand outstanding service, seamless digital experiences, and personalized, relevant interactions—every time. At the same time, businesses expect their contact centers to run lean, hit performance KPIs, and increasingly act as revenue-generating units, not just cost centers.

But there's a disconnect. Most contact centers still rely on outdated tools—manual QA that only touches 2–5% of calls, and post-call surveys that are biased, incomplete, and limited in reach. Without full visibility, there's no way to consistently deliver great CX or drive growth. That's where this guide comes in.

What is Conversation Intelligence? [Definition]

Conversation Intelligence Platforms refer to technology solutions designed to analyze voice conversations between businesses and their customers and turn this data into actionable insights. But today's Conversation Intelligence solutions go far beyond transcription and keyword spotting.

Powered by advanced AI—including Gen AI—these platforms combine **automated Quality Management**, **AI Voice Analytics,** and now **embedded Business Intelligence** to give you full visibility into every customer interaction. You can:

- Automate QA scoring across 100% of your calls
- Categorize conversations instantly
- Run accurate sentiment and topic analysis
- Generate post-call summaries to streamline workflows
- Automatically calculate CX metrics like CSAT, NPS, NES, and churn risk, and
- Surface business-specific insights and performance trends across every conversation.

In short: you're no longer flying blind. You get complete visibility, actionable insights, and the ability to drive CX and revenue—at scale.

A Proven Process For Adopting Conversation Intelligence For Fast ROI

Adopting Conversation Intelligence might seem daunting at first, but it doesn't have to be overwhelming. After supporting hundreds of real-world rollouts, we have developed a proven three-step process that not only works in practice but is specifically designed to deliver a fast return on investment:

👉 **Automate** first to extract the data locked in your customer conversations and uncover first insights to achieve quick wins.
👉 **Analyze** second to gain greater visibility in your customer experiences by surfacing the CX metrics that matter most.
👉 **Scale** last to drive real business results —like reducing churn, improving customer experience (CX), identifying missed sales opportunities, and boosting revenue — through Business Intelligence and CX Insights.

We have found that this is the fastest path to **early ROI** and long-term transformation. Each step builds on the last, turning fragmented insights into a powerful growth engine.

How The Guide Will Help

This guide walks you through each phase—what it means, why it matters, and how to get it right—so you can adopt Conversation Intelligence with confidence. Our goal is to make this guide as actionable and practical as possible. Each of the three steps comes with:
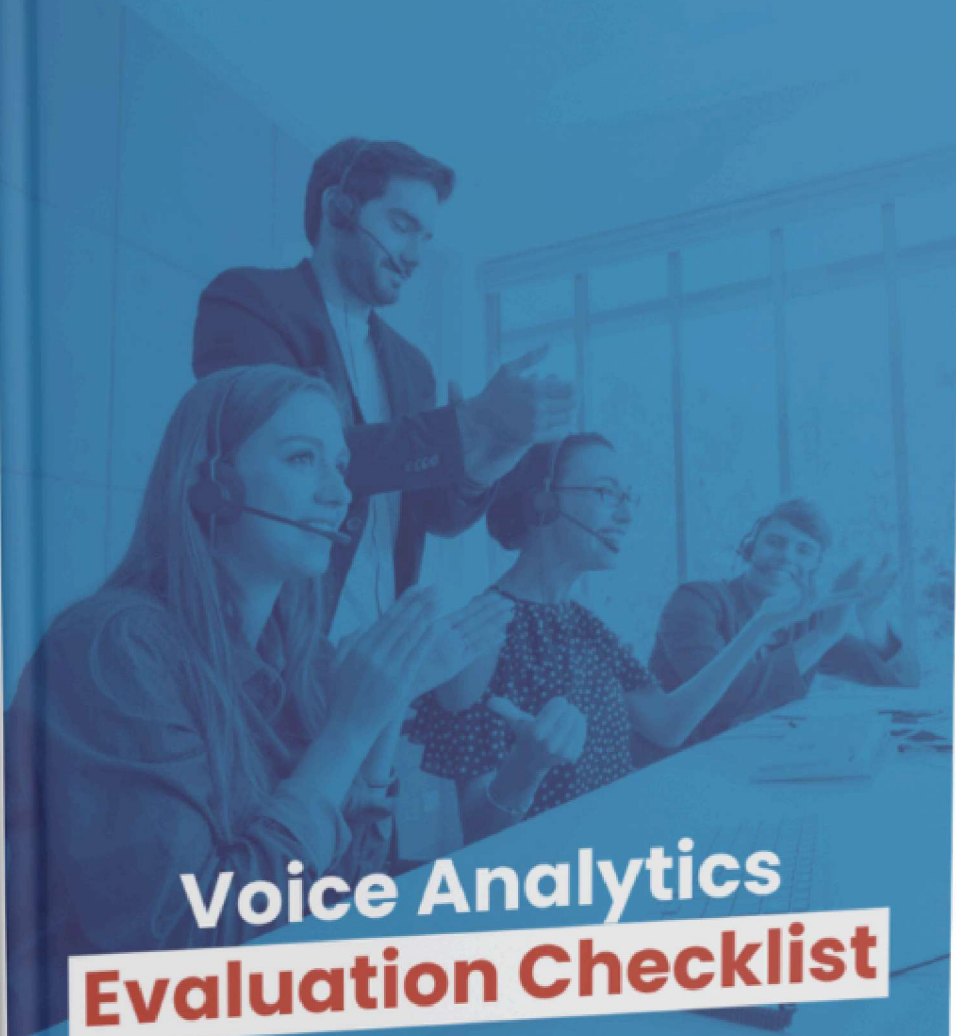
- Maturity stages and checkpoints,
- Expected outcomes and KPI guardrails,
- Self-reflection prompts, and
- Further resources.

Let's dive in.

Before Your Buy, Download This Checklist!

[Download this evaluation checklist](#) (no email required). It contains crucial questions you need to ask any vendor (including us) before purchasing a Conversation Intelligence solution. This ensures that you are getting the most advanced and therefore accurate solution.

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Voice Analytics
Evaluation Checklist

Ensure you are maximizing your Voice Analytics investment by using this checklist to confidently evaluate different solutions.

| Phase 1: Automate | Jump to section |

| Phase 2: Test | Jump to section |

| Phase 3: Scale | Jump to section |

Download The Offline Version

Too much to read now? Download the offline, printer-friendly version of this buyer's guide now and read it later.

Download

Step 1:

Automate: Extract Data from 100% of Your Calls

Goal: Eliminate manual quality assurance and data blind spots through automation.

Your contact center is not only the first but often the only direct point of contact your customer has with your organization. This means you are creating huge amounts of data volume every day. However, unless you can access that data in an easy and scalable manner, it won't be of much use to you.

The first and most crucial step in adopting AI Conversation Intelligence is to automate your Quality Assurance processes. This does two things: It eliminates (or reduces) manual QA by using Generative AI to auto-score 100% of your relevant calls. Secondly, AI will automatically record and transcribe all calls, making them searchable. This foundational step extracts the data you need for deeper analysis, giving you full visibility into every customer interaction and unlocking insights at scale. Here's how organizations typically progress through the different stages of automation maturity:

Stage 1 – Auto QA Implementation

In the first step, you use AI technology to ensure that 100% of your calls are recorded, transcribed, and searchable. This is not only a big step towards better compliance, but it is the foundational cornerstone for everything else. Without recording, transcribing, and making the data from all your calls searchable, you can't complete any of the other steps.

Stage 2 – AI-Based Call Scoring

Now that all your data is accessible, the next step is to evaluate every interaction for quality assurance automatically. Replace or supplement manual scorecards with customizable QA criteria. While this auto-scoring is still relatively basic, it is based on Generative AI and therefore highly accurate and truly scalable. Many of our customers already use this step to unlock lots of insights.

Stage 3 – Policy Compliance & Risk Monitoring

In the final step of this first phase, you utilize Generative AI to identify non-compliance, script deviations, and risk signals across all conversations. This helps eliminate blind spots and allows you to identify and address potential vulnerabilities.

This step lays the foundation for the next phase—understanding and interpreting your data to drive strategic improvement. Without this level o visibility, meaningful analysis and scalable action simply aren't possible.

Expected Outcomes & KPIs

- **Reduce QA Costs by Up to 30-90%.** Cut down on manual QA workload and reallocate resources more efficiently.
- **Increase Quality and Compliance Scores by Up to 30%.** Automatically surface more insights and ensure consistent agent evaluations.
- **100% Call coverage Achieved Without Additional Headcount.** Evaluate every interaction, not just a random sample — no extra staffing required.
- **Up to 10% Reduction in Agent Turnover.** Fair, consistent feedback and faster coaching lead to stronger agent retention.

⚡ Quick Win (Do This in the Next 30 Minutes)

Identify your top 1–2 QA pain points and match them to a call scoring or topic analysis feature.
Example: If your team struggles with identifying upset customers, explore sentiment filters in your platform and test a filter using real call data. This simple exploration shows immediate value and gets the ball rolling.

🛠️ Longer-Term Actions to Advance Your Maturity

1. **Audit your QA coverage and process.**
   Measure what percentage of calls are currently reviewed (manually or automatically) and how effective those reviews are.

2. **Create (or refine) your auto-scorecards.**
   Make sure they align with your current KPIs and agent coaching

needs. Aim for scenario-specific scorecards—sales, support, onboarding, etc.

3. **Implement regular QA review cycles.**
   Schedule quarterly reviews to refine your scorecards and update categories based on trends, agent feedback, and customer sentiment.

4. **Integrate topic and sentiment analysis into your workflow.**
   Start using filters to detect emerging issues or patterns and route key calls for deeper review or coaching.

5. **Pilot "smart review" automation.**
   Instead of random audits, have your system auto-flag the lowest-scoring or highest-friction calls each week for supervisor review.

💭 Food For Thought:

1. If a customer dispute lands on my desk tomorrow, can I pull up the exact call in seconds—or would I be sifting through hours of unlabeled audio?

2. What critical coaching insights are trapped in the 95% of calls our manual QA never touches?

3. How sure am I that every required disclosure is actually spoken on every call, every time?

4. When was the last time a single missed script deviation cost us compliance points—and could it still slip through today?

5. How many product, process, or upsell cues are we forfeiting simply because our call data isn't keyword-searchable right now?

📖 Additional Resources:

[Beyond Automation: How Auto QA Gives You Visibility That Drives Action](#) [On-Demand Webinar]

[Ultimate Guide To Translating Your Manual Scorecards Into Auto Scorecards](#) [PDF]

[Auto QA ROI Calculator](#) [Tool]

[120-Day Roadmap To Auto QA ROI](#) [eBook]

[MiaRec Auto QA Product Page](#)

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"MiaRec's AI Quality Assurance solution has taken the guesswork out of manual call reviews while making the process automated and scalable. MiaRec has assisted us in identifying key areas for quality growth opportunities, standardizing a grading metric, and, most importantly, has allowed us to extract insights effortlessly that were not possible before. A highly recommended AI solution for any Quality Assurance call center."

Aldo Guzman
System QA Analyst & Data Reporting at isp.net

Step 2:

Analyse: From Automation to Insight-Driven Decisions

Goal: Extract actionable insights from every conversation to drive customer and agent improvements.

Now that you have made all your data accessible, we turn our attention to extracting value from it — using AI to understand customer experience, agent performance, and identify areas for improvement. This happens in four distinct phases: using Generative AI to determine and analyze customer sentiment, automatically calculating standard CX metrics, analyzing Voice of Customer and topics, and in some cases, more advanced predictive analysis.

Stage 1 – Sentiment Analysis

The first step you will want to take in the 'Analyse' phase is to tackle sentiment analysis. Employ Generative AI to analyze your customer (and agent) emotion trends. This allows you to not only flag any negative experiences but also celebrate wins instantly. These insights are imperative for gauging agent training effectiveness, helping identify customers at risk of churning, and more.

Stage 2 – AI-Based CX Metrics

The next step is to measure, track, and improve your customer experience at scale by automatically measuring CX metrics, such as CSAT, NPS, and NES. This replaces the need for post-calls surveys, which are too unreliable and inaccurate to be truly useful.

Stage 3 – Voice of Customer + Topic Analysis

Once you track CX metrics automatically, combine them with advanced topic tagging. This powerful combination enables you to identify common sources of dissatisfaction, training gaps, product or service pain points, and more.

Stage 4 – Predictive Insights (Optional & Advanced)

Finally, some organizations take an additional stop here to start analysing predictive insights using AI-based Conversation Intelligence. This more advanced initiative enables you to identify any churn risk, upsell potential, or urgent issues based on conversation patterns and account value.

Expected Outcomes & KPIs

- **Up to 25% Improvement in CSAT & NPS Scores.** Identify and fix recurring pain points that negatively impact customer satisfaction.
- **Up to 30% Reduction in Customer Effort.** Surface high-friction moments in the journey and streamline them to improve the ease of service.
- **Respond to Negative Feedback Up to 90% Faster.** Near-real-time visibility into sentiment enables faster escalation and intervention for at-risk customers.

⚡ Quick Win (Do This in the Next 30 Minutes)

Surface one actionable insight—and share it with a stakeholder.

Example: Open your platform's sentiment or topic dashboard. Spot a rising negative trend (e.g., "confusion about subscription changes"). → Take a screenshot and send it to a relevant leader: *"This topic jumped 3x in the past week—flagging for visibility. Might be worth reviewing training or messaging."*

✅ This shows how CI can power smarter decisions beyond the contact center.

🛠️ Longer-Term Actions to Advance Your Maturity

1. Launch AI-Based CX Scoring

Automatically measure CSAT, NPS, and NES without relying on surveys. Use this data to benchmark teams and journeys.

2. Correlate Topics with Customer Outcomes

Use topic analysis to find what is driving low sentiment, dissatisfaction, or churn.
→ Example: 38% of calls with the topic *"long hold time"* correlate with very low CSAT.

3. Operationalize AI Coaching Suggestions

Enable frontline supervisors to use AI-generated feedback (e.g., tone, listening, overtalking) during coaching sessions.
→ Example: "Agent interrupted 5+ times per call—recommend adjusting pacing."

4. Build Scorecard-Driven Dashboards

Track AI scores across teams, locations, or queues. Use filters to drill down into friction points or highlight coaching wins.

5. Launch a Monthly Insights Review

Hold a recurring meeting where QA, CX, and team leads review emerging patterns, agent improvements, and the impact of coaching.

💭 Food For Thought:

1. What are some examples of customer pain signals we know are there, but we cannot track or prove? How long can we afford that blind spot?

2. If leadership asked today for hard proof that AI-derived CSAT/NPS trends match reality, could we deliver—or would we scramble?

3. How many at-risk or upsell-ready accounts provided us with clear conversation signals this week but we let the opportunity pass us by?

📖 Additional Resources:

[Calculate your Contact Center's Customer Churn Risk](#) [free assessment]

[MiaRec Voice of the Customer Product Page](#)

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We needed a platform that went beyond basic interaction recording. We wanted a single solution that would provide usable customer service insight. We needed analytics tools to measure performance and customer sentiment. Most of all, the data had to be organized, easily accessed, and easy to understand without having to become experts in analytics."

Jared Jenevein
IT Analyst - Companions & Homemakers

Step 3:

Scale: From Insight Engine to Business Growth Driver

Goal: Use conversation intelligence to drive company-wide transformation—from cost center to value center.

In this phase, Conversation Intelligence becomes more than a QA tool—it becomes an organization-wide asset that informs leadership, enables cross-functional action, and fuels measurable growth.

Stage 1 – Operationalize Insights

Now that you have made the data not only accessible but also analyzed it, it is time to turn "interesting analytics" into repeatable habits, informed decisions, and measurable business improvements. Feed your insights (e.g.,

common objections, winning talk tracks, sentiment trends) into your coaching, training, and process improvement initiatives and start building them into day-to-day workflows so they consistently drive action and results.

Stage 2 – CX Visibility for Leadership

The next step is to make these insights visible to your leadership. Provide accessible dashboards and reports that highlight customer experience (CX) trends, agent performance, and key business metrics. This way, the valuable insights you are surfacing can be used throughout the organization and benefit the business as a whole.

Stage 3 – Monetize the Contact Center

Now it is time to transform your contact center into a revenue driver. Surface missed sales opportunities, untapped revenue possibilities, upsell/cross-sell potential, and immediate customer churn risk. Now, instead of contributing to your company's bottom line indirectly by improving customer experiences, etc, you can proactively retain high-risk accounts and recover lost revenue, as well as prioritize strategic customer interactions.

Stage 4 – Company-Wide Intelligence Layer

Finally, at the end of your Conversation Intelligence maturity journey, you create a company-wide layer of intelligence by turning conversation data into a strategic asset used by marketing, sales, product, and operations teams to inform decisions and align priorities.

Expected Outcomes & KPIs

- **Up to 10-25% Reduction in Overall Call Volume.** Using topic insights, organizations automate or deflect frequent inquiries (like pricing, billing, and FAQs) through self-service solutions.
- **Up to 15–30% Decrease in Average Hold and Wait Times.** Fewer repetitive calls free up agents to answer complex issues faster — improving both efficiency and customer experience.

- **Up to 20–40% Reduction in Abandonment Rates.** Lower wait times and faster resolutions significantly decrease the number of customers who hang up before being served.

⚡ Quick Win (Do This in the Next 30 Minutes)

Share one insight beyond your team.

Example:
Use filters to find a top recurring issue—like "delivery delays" or "billing confusion."
→ Share it with a cross-functional owner (e.g., Product, Marketing, Ops) with a short note:
"This came up in 18% of recent calls—flagging in case we want to update messaging or training materials."

✅ This simple share builds credibility and shows that conversation intelligence can solve real business problems.

🛠️ Longer-Term Actions to Advance Your Maturity

1. Deliver a CX Intelligence Digest

Summarize key patterns monthly: sentiment trends, product feedback, competitive mentions, churn signals.
→ Send it to execs, sales, marketing, and product teams—position your team as the voice of the customer.

2. Prioritize High-Value Interactions

Use customer segment or revenue filters to surface conversations tied to high-risk or high-opportunity accounts.
→ Route to success, retention, or sales teams for action.

3. Integrate AI Coaching into Performance Reviews

Roll up coaching suggestions by agent or team to highlight strengths and target improvement areas in QBRs or performance plans.
→ Example: "Team A improved active listening scores by 24% after adopting AI pacing suggestions."

4. Feed Strategic Planning with VOC

Use your call data to influence product roadmaps, sales enablement, and CX investments.
→ Example: Feature request trends inform Product; objections inform Sales scripts.

5. Track Business Impact Metrics

Quantify and communicate where CI insights impacted revenue, retention, or ops.
→ "Recovered $220K in churn risk last quarter by flagging high-risk conversations."
→ "Improved CSAT by 16% with targeted coaching on empathy and first contact resolution."

💭 Food For Thought:

1. Can I show, in dollars, how conversation-driven upsell signals last quarter translated (or failed to translate) into new revenue?

2. What CX red flags already surfaced in our dashboards that never reached Product or Marketing—and how much churn did that silence cost us?

3. How many strategic decisions outside the contact center (pricing, roadmap, campaigns) currently ignore conversation intelligence? What competitive edge are we leaving on the table?

📖 Additional Resources:

[The AI-Powered Sales Contact Center: Transform AI Insights into Action for Lasting Growth](#) [PDF]

[Miarec CX and Business Intelligence Product Page](#)

Conclusion & Next Steps

We have worked with hundreds of contact centers over the past few years, and we have noticed that the successful adoptions of AI Conversation Intelligence solutions always follow the same pattern: Automate → Analyze → Scale. It is the only sequence that reliably delivers fast, sustainable results. Automating your QA processes(Automate) unlocks the data from every call; extracting CX metrics, sentiment, and topics (Analyze)to turn that data into insight; as well as gaining valuable CX insights and Business Intelligence to (Scale) convert your contact center from a cost line item into a revenue-driving intelligence hub. Skip a step and adoption stalls —follow the sequence and ROI follows.

Your Next Moves
If you're actively comparing platforms, start by downloading our **[Conversation Intelligence Adoption Checklist (PDF)](#)** to see how solutions stack up against the three phases. Then **[book a personalized demo](#)** so we can map the framework to your specific goals. Finally, put us to the test: **upload 500 of your own calls** in a trial environment and watch the Automate → Analyze → Scale engine go to work on real conversations.

Meet with one of our experts to learn more and receive a personalized demo:

Meet with MiaRec team

June 2025

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Meeting duration

50 mins

What time works best?
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UTC +02:00 (Europe) Central Eur... ▾

10:45 pm

11:45 pm

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