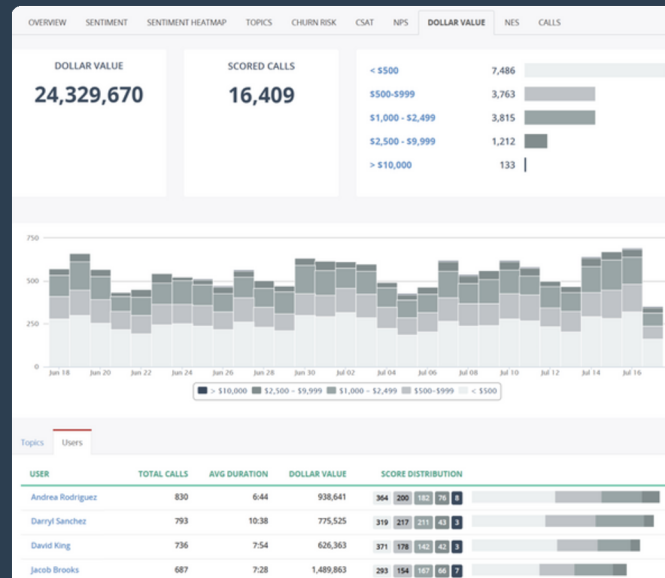


Turn Every Conversation Into a Strategic Edge

Your customers are telling you exactly how to improve—but only if you know how to listen. Without AI, it's nearly impossible to analyze all conversations, uncover patterns, or connect customer feedback to business results.

MiaRec CX and Business Intelligence closes that gap. By automatically analyzing 100% of recorded conversations, MiaRec empowers contact center and business leaders with the insights they need to make smarter, faster, more customer-centric decisions.



CHALLENGES

- Limited access to customer insights across the organization
- Data is fragmented between service, sales, and support
- Manual reporting is time-consuming and incomplete
- CX initiatives lack clarity, focus, and measurable ROI

THE MIAREC SOLUTION

MiaRec CX and Business Intelligence analyzes customer intent, sentiment, objections, and behaviors at scale using advanced Generative AI and LLMs. Uncover trends, root causes, and actionable insights from every conversation to drive smarter decisions across Sales, CX, Operations, and Product Development.

MiaRec helps you discover missed sales opportunities, pinpoint where sales conversations break down, and identify objections that cost your team deals. With AI-driven insights, you can coach reps faster, re-engage missed leads more effectively, and systematically improve your close rates. It also enables you to detect churn risks early, uncover the root causes of customer dissatisfaction, and identify operational issues before they impact your bottom line. Instead of relying on lagging indicators or manual processes, you gain instant insights on how to improve CX and operations proactively. Lastly, MiaRec quantifies the financial impact of customer and sales activities, allowing you to prioritize actions that protect and grow revenue. By intelligently assigning dollar value to accounts and uncovering hidden risks, you can make smarter, faster decisions that scale beyond individual departments to the entire business.

-30%

Decrease in
Average Hold and
Wait Times

15%

Increase in Sales
Close Rates

20-30%

Increase in Renewal
Rates for High-Value
Accounts

KEY CAPABILITIES

Conversation Analytics at Scale

Extract structured data from every customer call to reveal patterns and insights that matter to your business.

CX Metrics Dashboards

Track sentiment, satisfaction, and key topics across the customer journey to inform data-driven CX improvements.

Revenue Opportunity Detection

Identify and quantify missed sales opportunities buried in past conversations to recover lost revenue.

Churn Driver Analysis

Pinpoint the most common reasons customers leave, enabling proactive retention strategies.

SALES METRICS 4

Dollar value:

< \$1,000 78

Customer was about to place an order for \$78.42, but decided to skip it because they couldn't use a 20% off coupon and get free shipping.

Missed Sales Opportunity:

Yes

Missed Sales Opportunity Reason:

- The agent didn't offer alternative solutions to maintain both the discount and free shipping, such as adding a small, inexpensive item to reach the minimum threshold for free shipping after the discount was applied.
- The agent did not try to explain the value of keeping the 20% discount, even if it meant paying for shipping, potentially highlighting the overall savings compared to paying full price with free shipping.

Product:

Coffee Mugs

Sales Objections - Handling Recommendations:

OBJECTION #1: Coupon Incompatibility

- Quote:** "Because the problem is, if I add the shipping back in, it takes away the 20% off entire purchase. It goes back up to a regular price for me, so then I haven't really saved anything." [1:02]
- Agent Response Summary:** The agent confirms the customer's observation about the coupon and free shipping not working together.
- Coaching Tip:** The agent could have explored alternative solutions. For example, "I understand. Let's see if there's another promotion we can apply, or perhaps we can adjust the order slightly to maximize your savings."

OBJECTION #2: Perceived Lack of Value

- Quote:** "Okay, so you're saying I can't use the 20% off entire purchase and still get the free shipping?" [3:47]
- Agent Response Summary:** The agent confirms the customer cannot combine the offers.
- Coaching Tip:** Instead of a flat "no," the agent could reframe the value: "That's correct. While you can't combine them, the 20% off still saves you \$X on the mugs themselves. Is that discount still worthwhile for you?"

BENEFITS

Unify Your View Of The Customer

Break down data silos and share insights across sales, marketing, and service.

Accelerate Business Impact

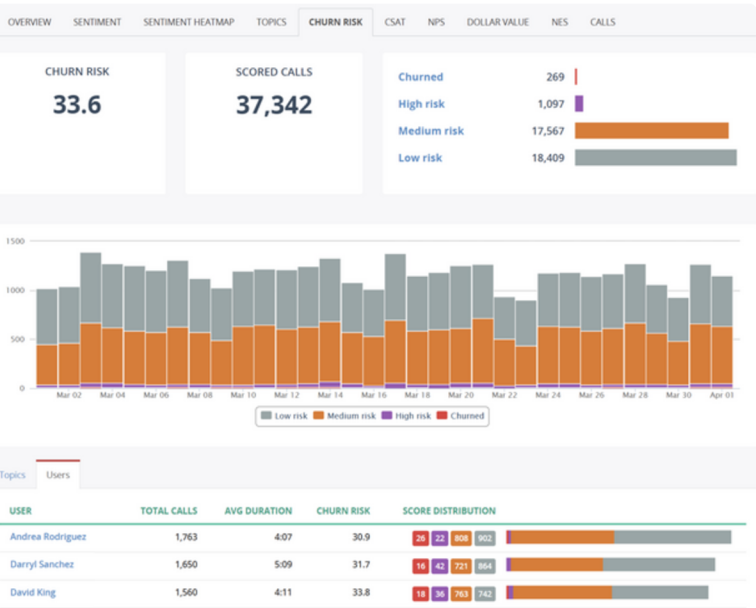
Tie customer sentiment to revenue, churn, and loyalty to act faster and proactively.

Align Teams Around A Shared Truth

Get everyone working from the same insights, not isolated dashboards.

Spot Trends Early

Identify emerging issues, opportunities, and competitor mentions in real-time.



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<https://info.miarec.com/demo> to
schedule a personalized product demo.

