






LEVERAGE AI-DRIVEN INSIGHTS TO OPTIMIZE SALES PERFORMANCE ACROSS YOUR ENTIRE TEAM

Take your sales to the next level with the combined power of Red Box voice capture and Microsoft Dynamics 365 Sales Insights

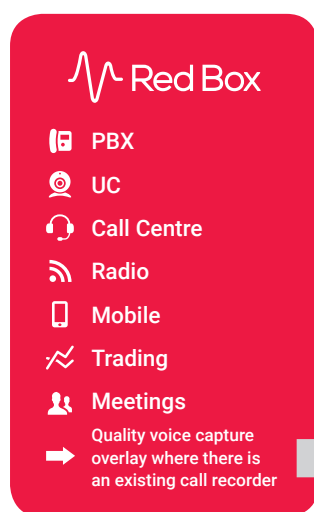
UNLOCK CALL INSIGHTS AT SCALE

Listening to and assessing calls has long been a key element of sales agent coaching and training however this has historically been a manual and tedious process and only involved sampling a selection of call recordings to make assessments.

Dynamics 365 Sales Insights, in partnership with Red Box, empowers Sales Managers to analyze calls at scale and generate valuable insights that will enable them to optimize training and coaching and ultimately improve the performance of individual sales reps and the team as a whole.

-  Accelerate conversion and increase win rates
-  Determine and define best practice for sales calls
-  Identify trends to tailor and optimize training programmes
-  Provide personalized and targeted coaching for individual agents
-  Accelerate the onboarding process

CAPTURE HIGH QUALITY AUDIO



 Microsoft Azure

Quality Audio + Rich Metadata pushed into organization's Azure Instance

OPEN API

ANALYSIS DELIVERED INTO DYNAMICS TO FUEL SALES EXCELLENCE

 Microsoft Dynamics 365

Sales Insights

Aggregated call analytics in conversation intelligence delivering actionable insights for Sales Managers including:

Call Sentiment



Content



Conversational Style

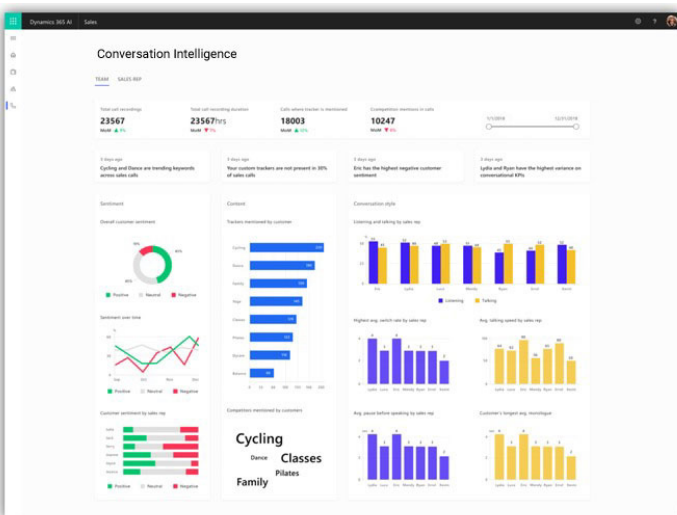


CAPTURE FROM 55+ TELEPHONY PLATFORMS

SALES TEAM INSIGHTS

Conversation intelligence, part of Dynamics 365 Sales Insights, offers an aggregated dashboard delivering actionable insights across the full team including:

- **Call sentiment:** Based on the transcript that is generated from the captured audio, customer sentiment is extracted for each call and aggregated to give a picture across all calls. The sentiment is visualized on a time series to see whether they are improving over time. Sentiments can also be displayed to compare sales reps to each other, helping the sales manager identify whether any individual reps are falling behind the rest of the team.
- **Content:** Tracker words that are occurring frequently in sales conversations are highlighted and can help



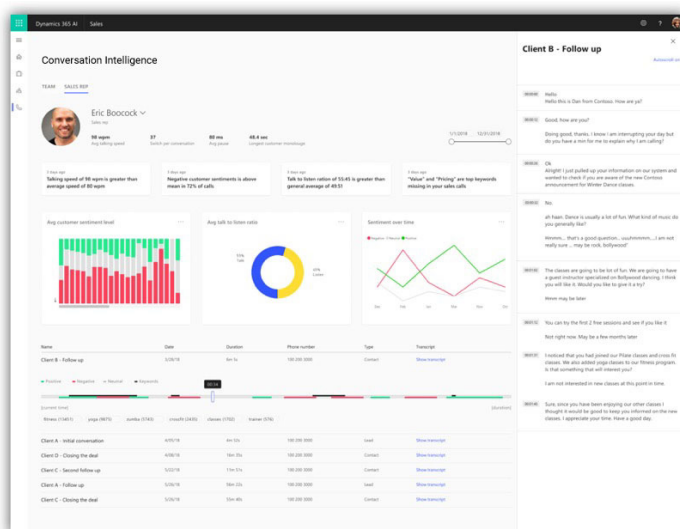
guide training content for sales reps to cover topics and products regularly recurring. Common competitor and competitive products mentions are also shown to help guide objection handling and competitive positioning more effectively.

- **Conversational style:** These behavioral KPIs provide deep information about the conversational style of sales reps. While “talk-to-listen ratio” gives a good understanding of how regularly a rep is listening to the customer, “switch rate” signals how engaging a rep is while they are talking. “Pause before speaking” can indicate how patient a sales rep is. The “longest monologue by customer” can signal whether a rep is asking good questions that enable them to understand customer needs. All these KPIs collectively can be leveraged by the manager to understand the different styles of his team members and coach them appropriately.

INDIVIDUAL AGENT INSIGHTS

With conversation intelligence, part of Dynamics 365 Sales Insights, Sales Managers can also drill down to understand a specific rep's calls in more depth and where the rep stands in comparison to the rest of team.

Sentiment is displayed across all the calls for reps and specific calls can be selected. The page displays the entire transcript of that selected call and a sentiment timeline. The manager can then jump straight to a moment in the call when the customer sentiment deteriorates and, by looking at transcript, recognize how the rep could handle a similar situation better in the future.



ABOUT RED BOX

Red Box is a leading global voice capture specialist and has been selected by Microsoft as a preferred partner to fuel call intelligence. Offering 55+ UC and telephony platform integrations (legacy and new), organizations can quickly be leveraging high quality audio captured from existing infrastructure, rich metadata and Microsoft transcripts of those conversations at scale, to unlock performance enhancing insights.

To optimize the performance of your sales team with Red Box and Microsoft Dynamics Sales Insights contact us at enquiries@redboxvoice.com



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