

# Sales Guide

## CyRecord – Voice Recording & AI Insights



| Use Case  | Personas (Decision Makers & Influencers)                           |
|---|--|
| 🔍 <b>Compliance-grade call recording across Teams &amp; PBX</b> | CIO, CTO, Compliance Officer, Risk Manager, Legal, IT Manager      |
| 🔍 <b>Speech analytics for customer sentiment &amp; insights</b> | Head of CX, Contact Centre Manager, QA Manager, Operations Manager |
| 🔍 <b>Automated agent QA</b>                                     | Service Delivery Manager, CX Leader, Quality Assurance             |
| 🔍 <b>Unified recording for hybrid Teams + PBX environments</b>  | Microsoft 365 Admin, Telecom Manager, Systems Integrator, MSP      |
| 🔍 <b>Industry-specific regulated voice recording</b>            | Financial Services, Government, Healthcare, Insurance, Utilities   |

### Signals & Events (Buying Triggers)

- Cloud PBX platforms that only retain recordings for short periods and lack encryption or transcription.
- Migration to Microsoft Teams telephony
- Hybrid telephony (Teams + existing PBX)
- Compliance pressure (ASIC, APRA, PCI, GDPR,)
- Complaints, disputes, or service quality issues
- High call volumes requiring automation
- Consolidation after mergers or team changes
- Inconsistent QA scoring or manual processes
- Customer churn or service dissatisfaction
- Requirement for audit trails or evidence-based reporting

### Pains

- Missing, incomplete, or fragmented call recordings
- Slow retrieval of recordings for compliance or disputes
- Manual QA creating inconsistency and subjectivity
- No visibility into sentiment, emotion, or escalation drivers
- Difficult to detect compliance breaches or script failures
- Multiple systems for recording complexity and cost
- Inability to measure service quality accurately
- No linkage between voice recordings and customer insight
- Limited reporting tools inside Teams or legacy PBX system

## Questions to Uncover Opportunities

- How do you ensure 100% of calls are captured today?
- How quickly can you retrieve recordings for disputes or audits?
- Have you ever experienced missing recordings?
- What percentage of calls do you review in QA?
- How do supervisors coach and evaluate agents today?
- How much of your QA process is manual today?
- How do you measure sentiment or emotion in customer interactions?
- Are you required to meet regulatory retention requirements?
- Do you have a unified platform for Teams or PBX recordings?
- How long does your current platform retain recordings, and are they encrypted or transcribed?

## Top 5 Conversation Value Props

1. 100% recording coverage across Teams + PBX
2. Instant dispute resolution and compliance response
3. AI speech analytics for sentiment, keywords, silence detection
4. Automated QA and customer scoring (CySurvey)
5. Unified voice intelligence platform — simple, fast, low overhead

## Ease of Implementation

- Cloud-first deployment with minimal infrastructure
- Rapid enablement of QA dashboards and speech analytics
- No operational disruption
- Centralised web-based interface