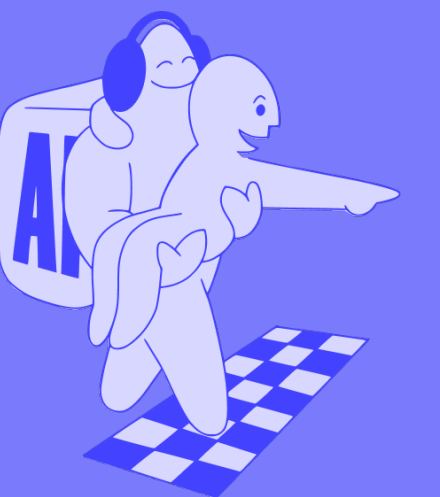


# Conversational intelligence. AI model that helps to understand your customer better.

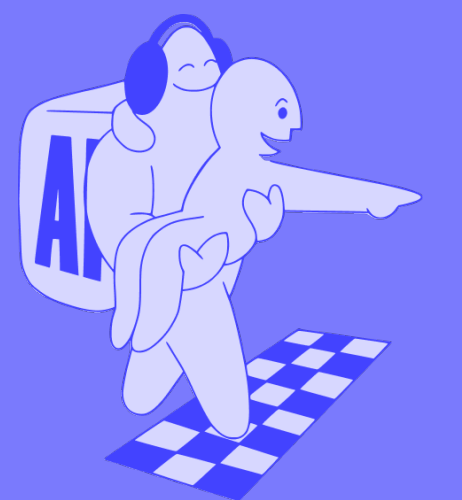
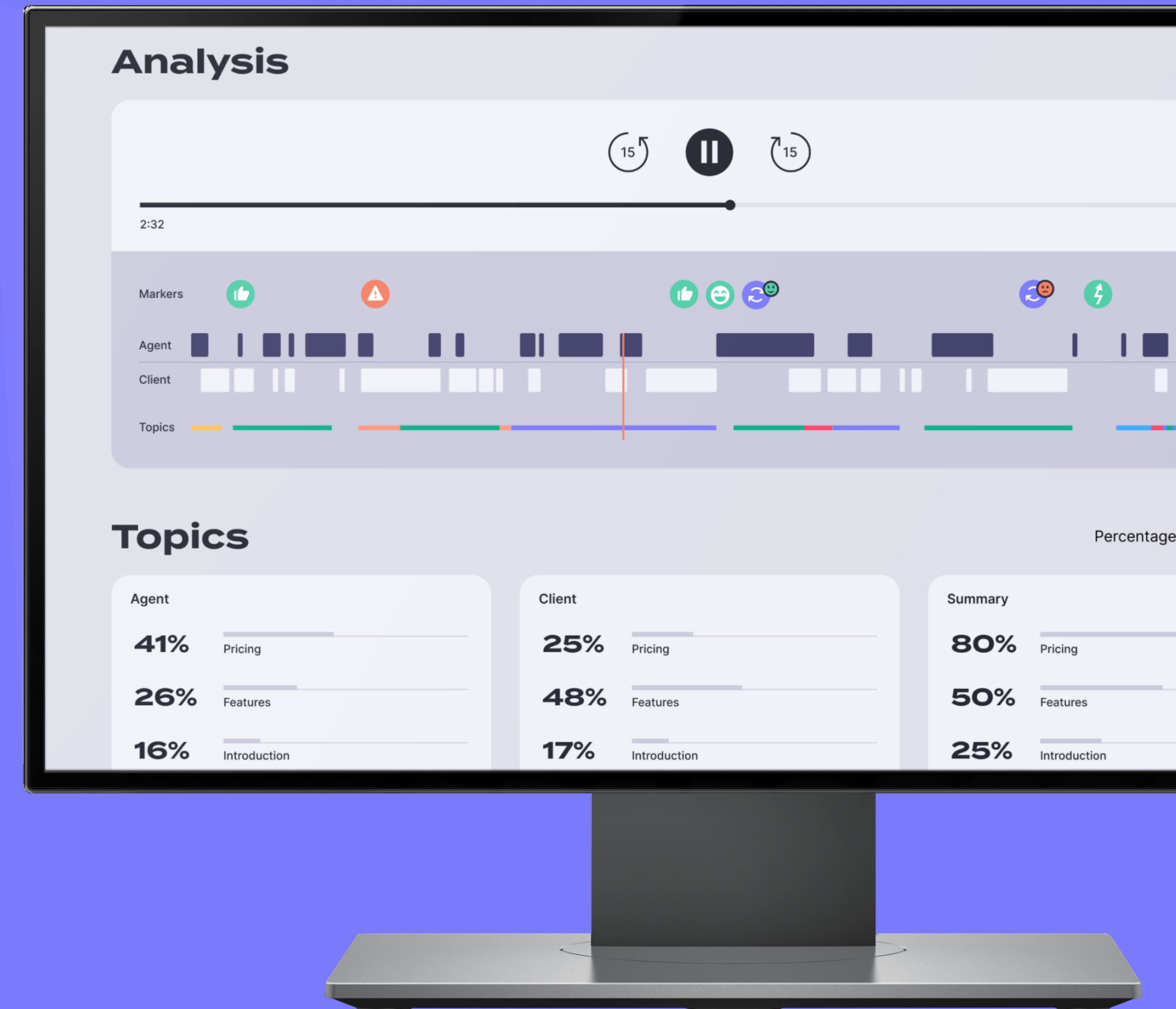
1+ million calls analyzed

**Pitch  
Patterns**

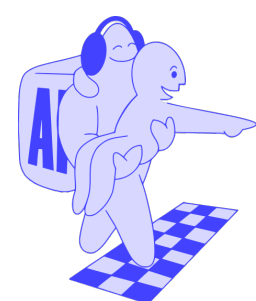


Pitch Patterns is a conversation intelligence platform that helps B2B teams improve their calls and demos.

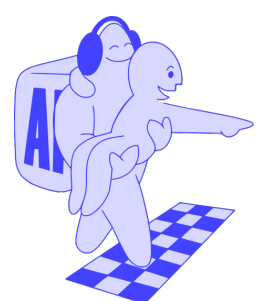
**How?** By recording, transcribing, bi-marking and analyzing them with AI



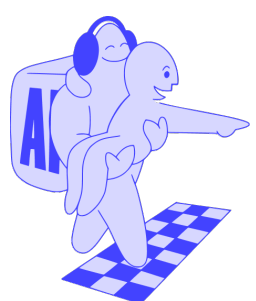
# Key Benefits



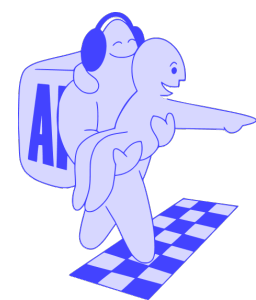
**Understand your customer better**



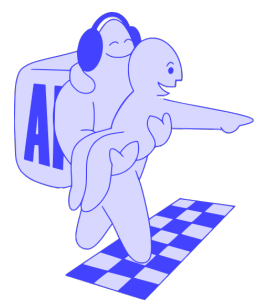
**Improve quality of calls**



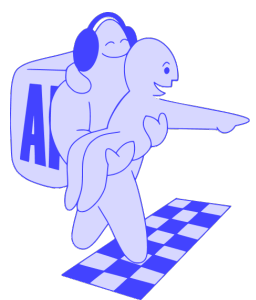
**Create a culture of coaching**



**Increase sales**

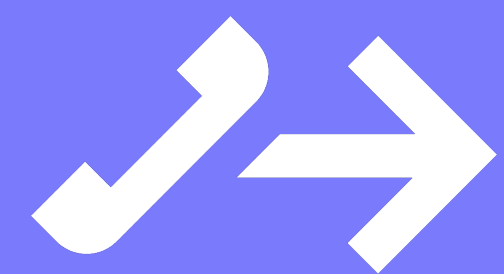


**Boost sales team productivity**

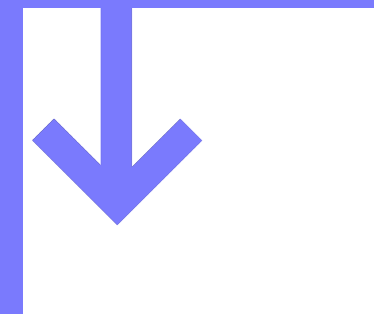


**Optimize process**

# Manual process



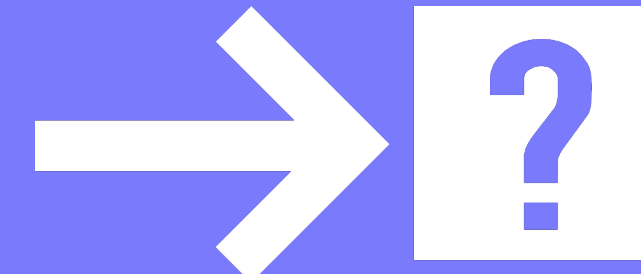
Video or  
audio call



Recordings



Manual selection  
takes **time**,  
**not precise**



Coaching,  
hard to measure  
impact, **takes time**

# Automated process



Video or audio call linked with CRM automatically

All recordings listened automatically

Calls flagged, reports generated automatically.  
*Time saved.*

Measurable process *improved conversion rates.*

TESTIMONY

*“First time in our history we are now able to listen to every single call with AI. Now we focus on the gaps in the sales skills at full scale.”*

BPO Sales Director,  
Ieva Laterere



# Tracking soft-skills

AGENT	CALLS	SPH	CLOSED SALES	TALKING	POSITIVITY	PATIENCE	TALKING PACE	PATIENCE
Robert A.								
James W.	35	3	21%	39%	41%	60%	145wpm	91%
Michael S.								



## Performance

Check the performance of the whole sales team at one glance.



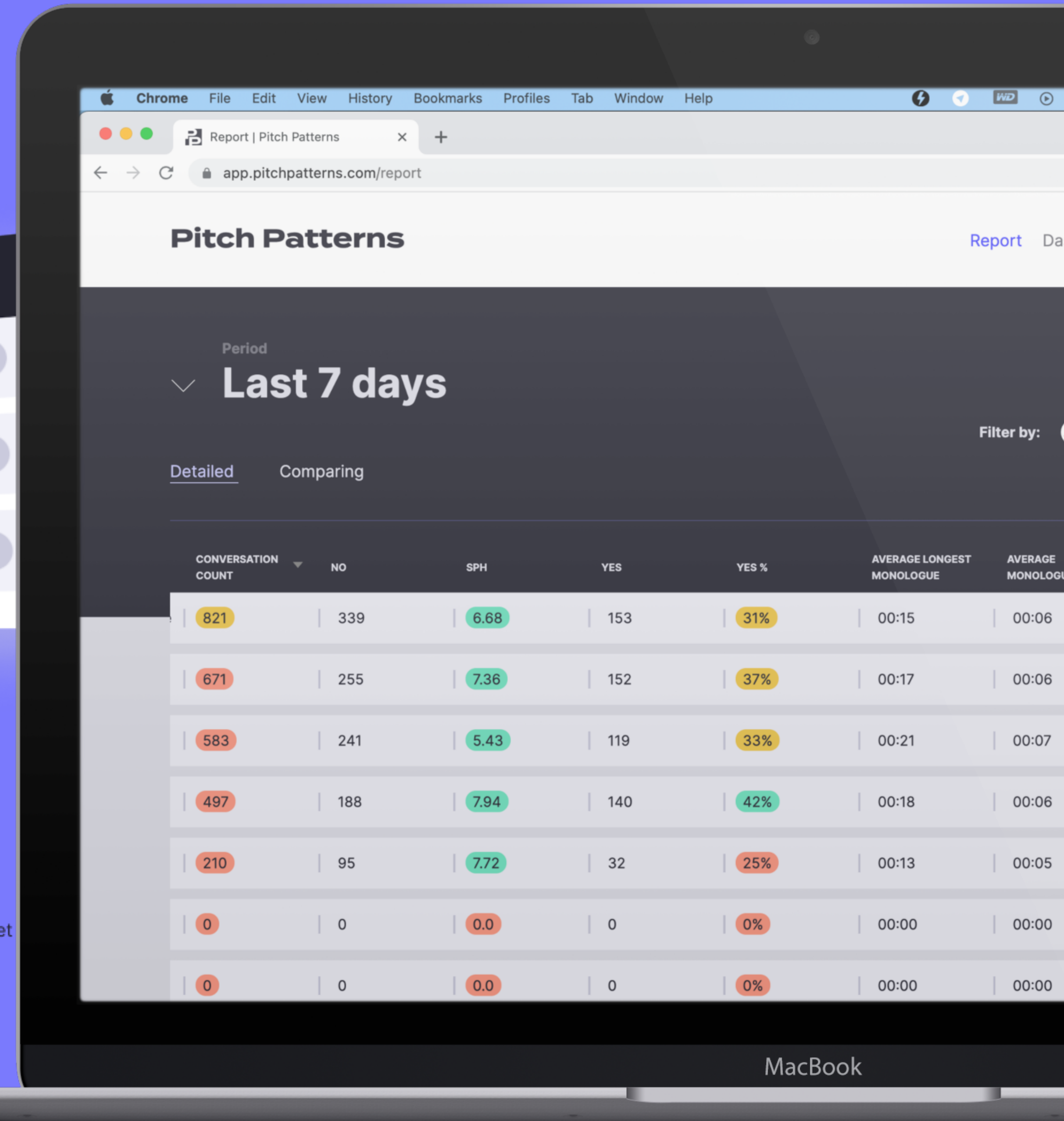
## Metrics

Check different type of key conversational metrics to find out what drives sales.



## Indicators

Track conversational metrics set against your desired goals.

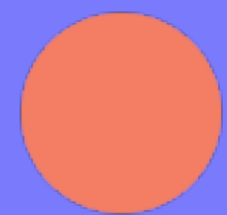


# Tracking hard-skills

**Markers**

Positive  Issues

No	Marker	Content	Emotions
1	Negative tone of voice		



## Markers

See issues automatically marked. Save time by knowing where to focus attention first.



## Meta analysis

See which emotional moments happened at what exact time moments.

### Analysis

2:32

Markers:

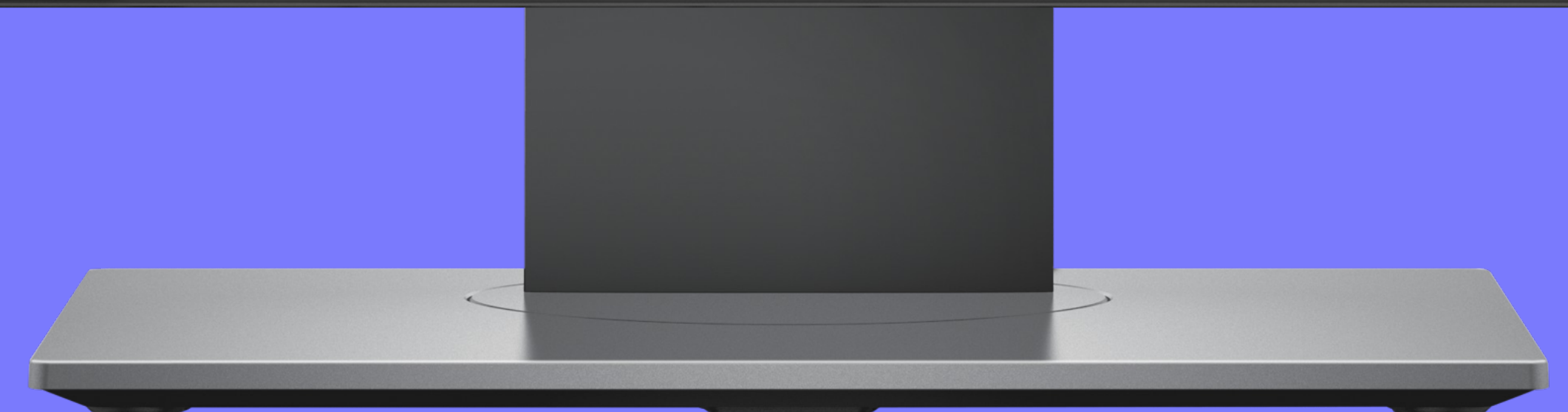
Agent:

Client:

Topics:

### Topics

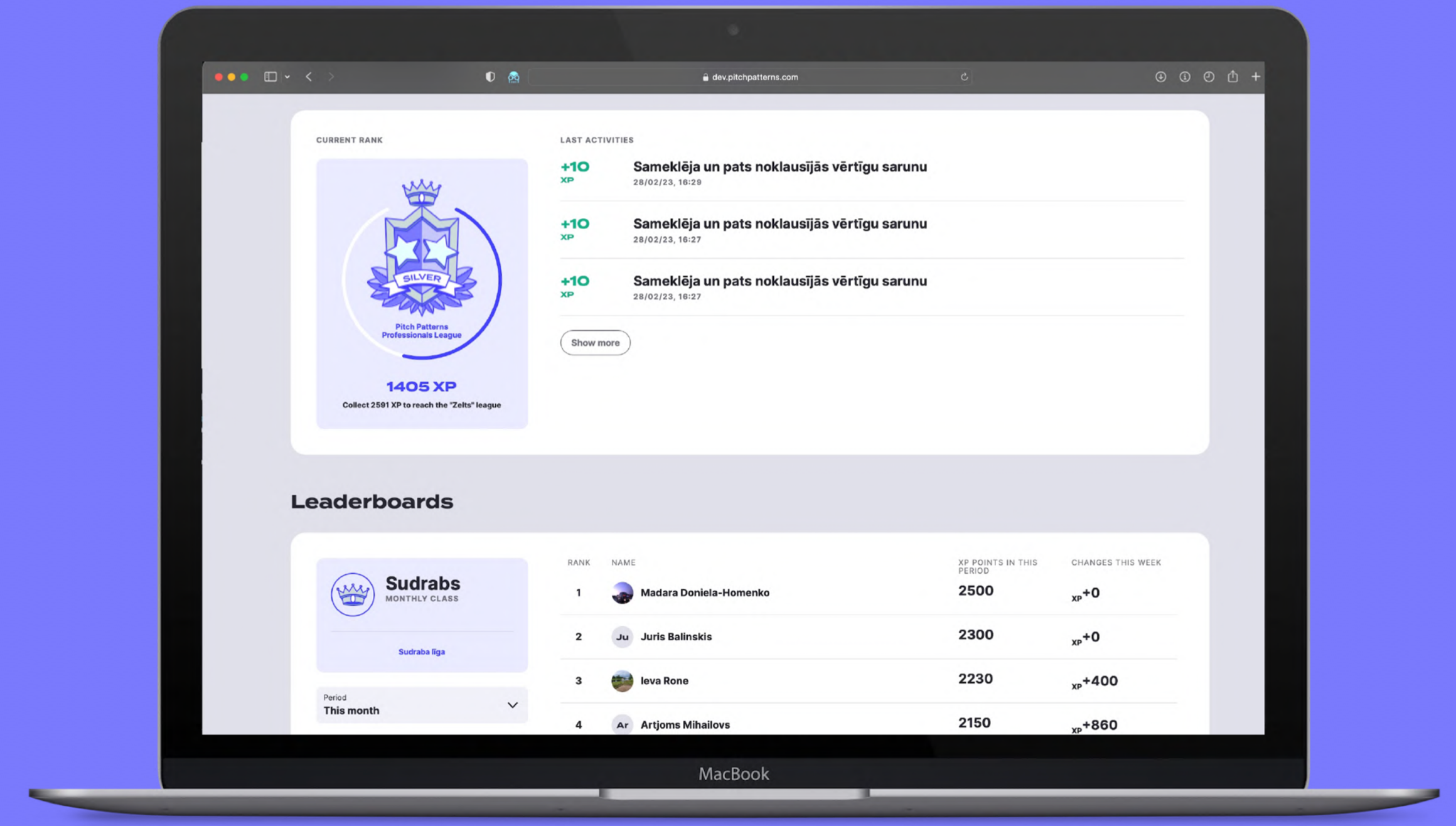
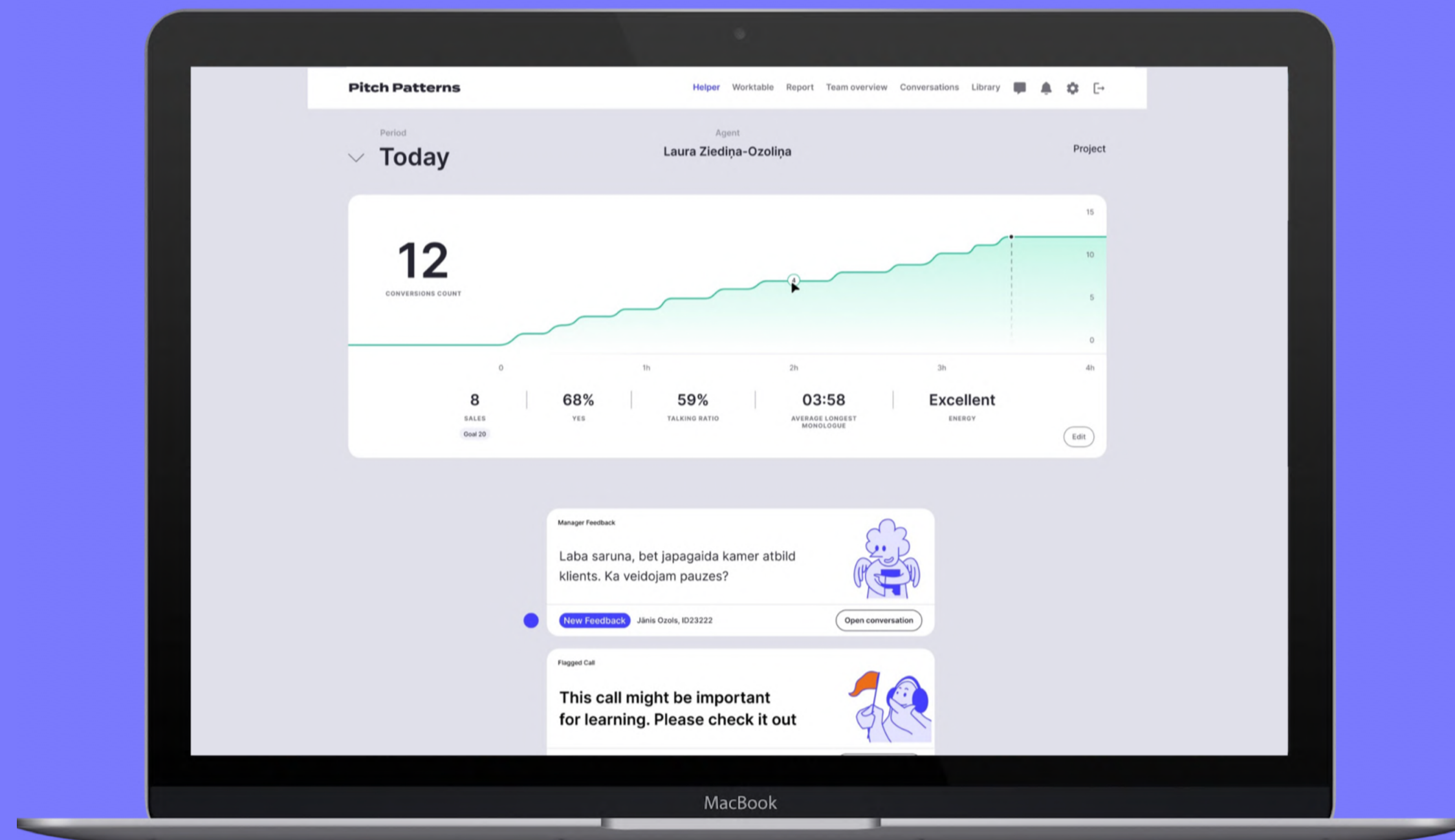
Agent	Client	Summary
<b>41%</b> Pricing	<b>25%</b> Pricing	<b>80%</b> Pricing
<b>26%</b> Features	<b>48%</b> Features	<b>50%</b> Features
<b>16%</b> Introduction	<b>17%</b> Introduction	<b>25%</b> Introduction





# Flag problematic calls

# Create motivation system



## Integrations with CRMs



pipedrive™

HubSpot

monday.com

## Integrations with video and telephony services



GENESYS™

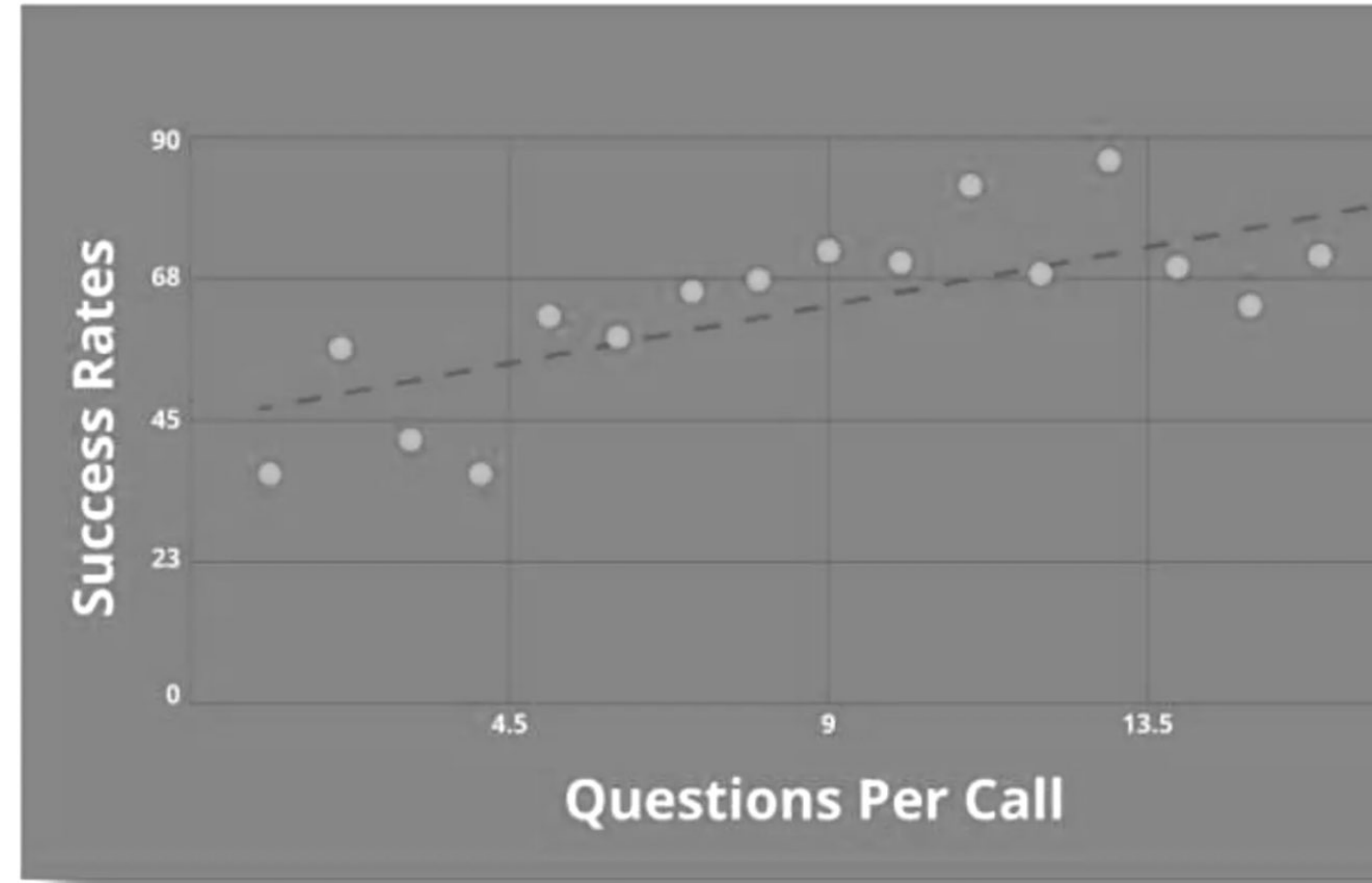
natterbox

+10 more integrations

# Case study: Increased conversation rate by 17%

Pitch Patterns helped **debt collector company** to discover the right tactics for their customer calls.

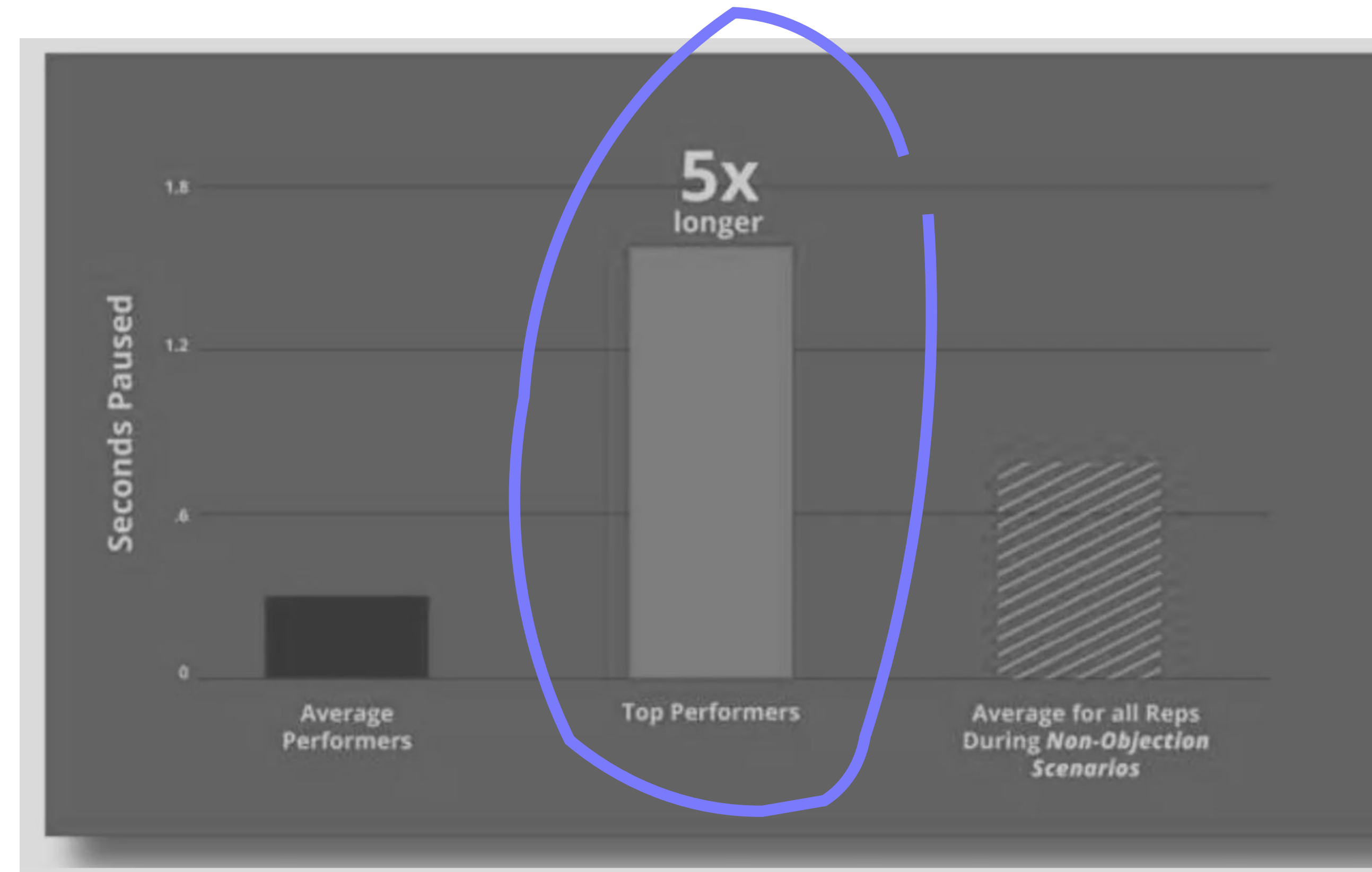
We concluded that if the client says “he has no time” 24% more likely he will pay the debt. Those who have time, are less likely to pay the debt.



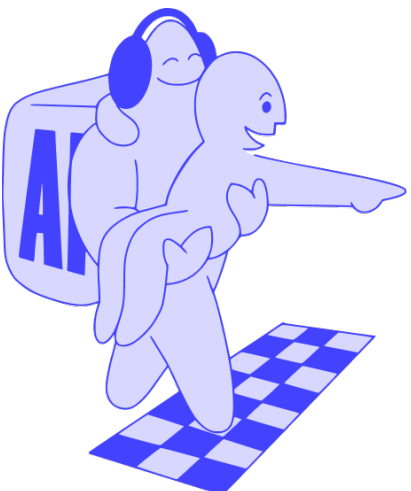
# Case study: Increased conversation rate by 5%

Pitch Patterns helped **customer service company** to discover best tactics.

We analyzed at what time mention price and how to answer if customer objects to it. We measured that asking for a reason why a customer wants to cancel the deal, in 3% cases helps to win it back.



# We are trusted by our clients



# Pricing per agent

21 DAYS

**free**

Transcriptions & Topics  
Hard-skill tracking  
Soft-skill tracking  
Leaderboards

MONTHLY

**€50**

Transcriptions & Topics  
Hard-skill tracking  
Soft-skill tracking  
Leaderboards

MONTHLY  
(YEARLY PAYMENT)

**€35**

Minimum of 10 agents  
Custom integrations  
Transcriptions & Topics  
Hard-skill tracking  
Soft-skill tracking  
Leaderboards

**Thank you. Are you interested  
in finding out more?**

**[pitchpatterns.com](https://pitchpatterns.com)**