

# Pitch Patterns



**See conversations**

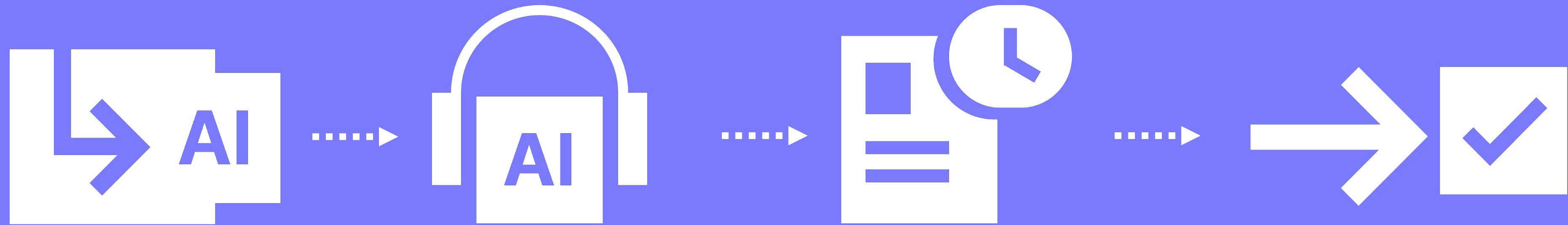
**Goal**

**Increase sales using  
conversational intelligence**

# Manual process



# Automated process



**AI automatically  
analyses calls in  
minutes.**

**AI provides  
feedback of  
actionable  
problems and  
opportunities**

**Save time and  
energy.  
Clear process.**

**Increased sales  
KPIs.**

# Track conversational dynamics

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.								



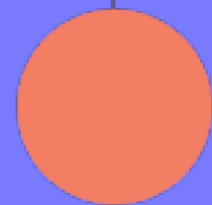
## Performance

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



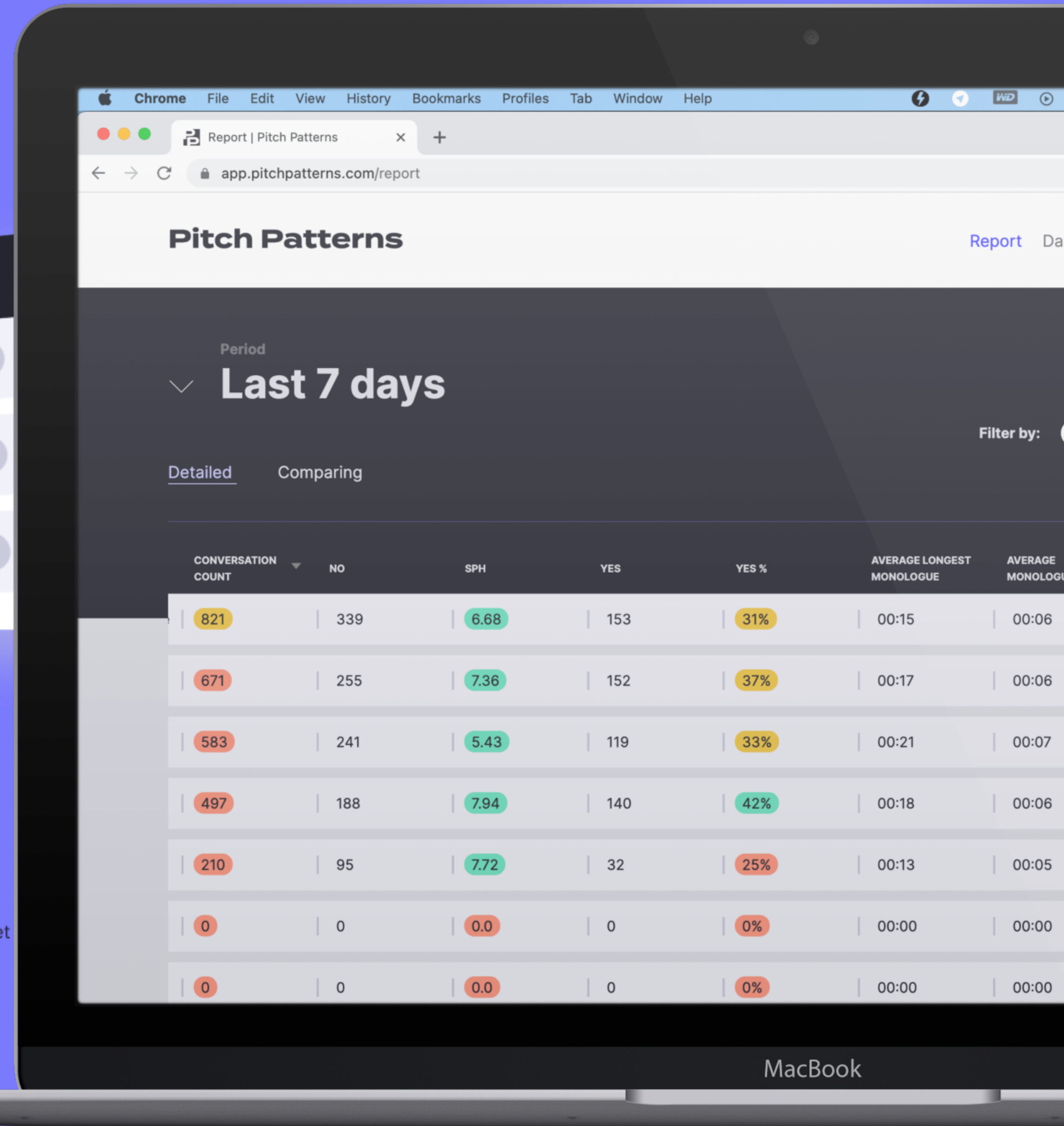
## Metrics

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



## Indicators

Track conversational metrics set against your desired goals.



MacBook

# Track conversation contents

**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:

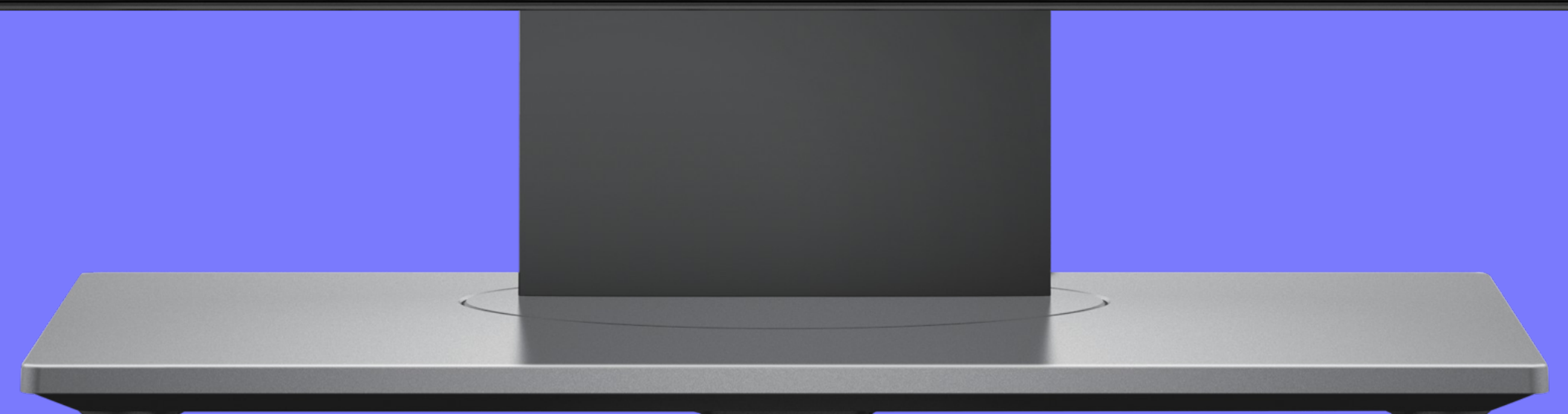
Agent:

Client:

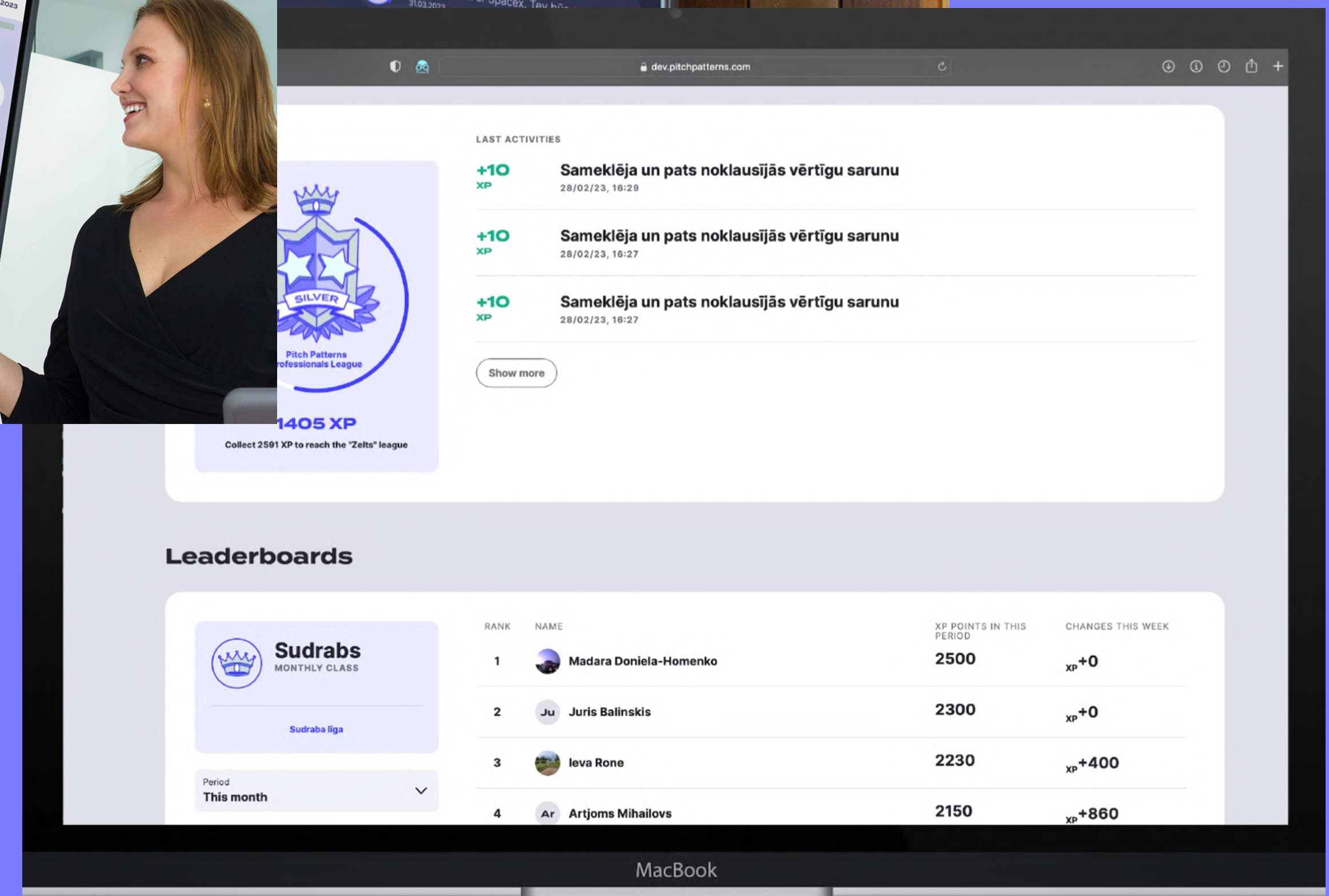
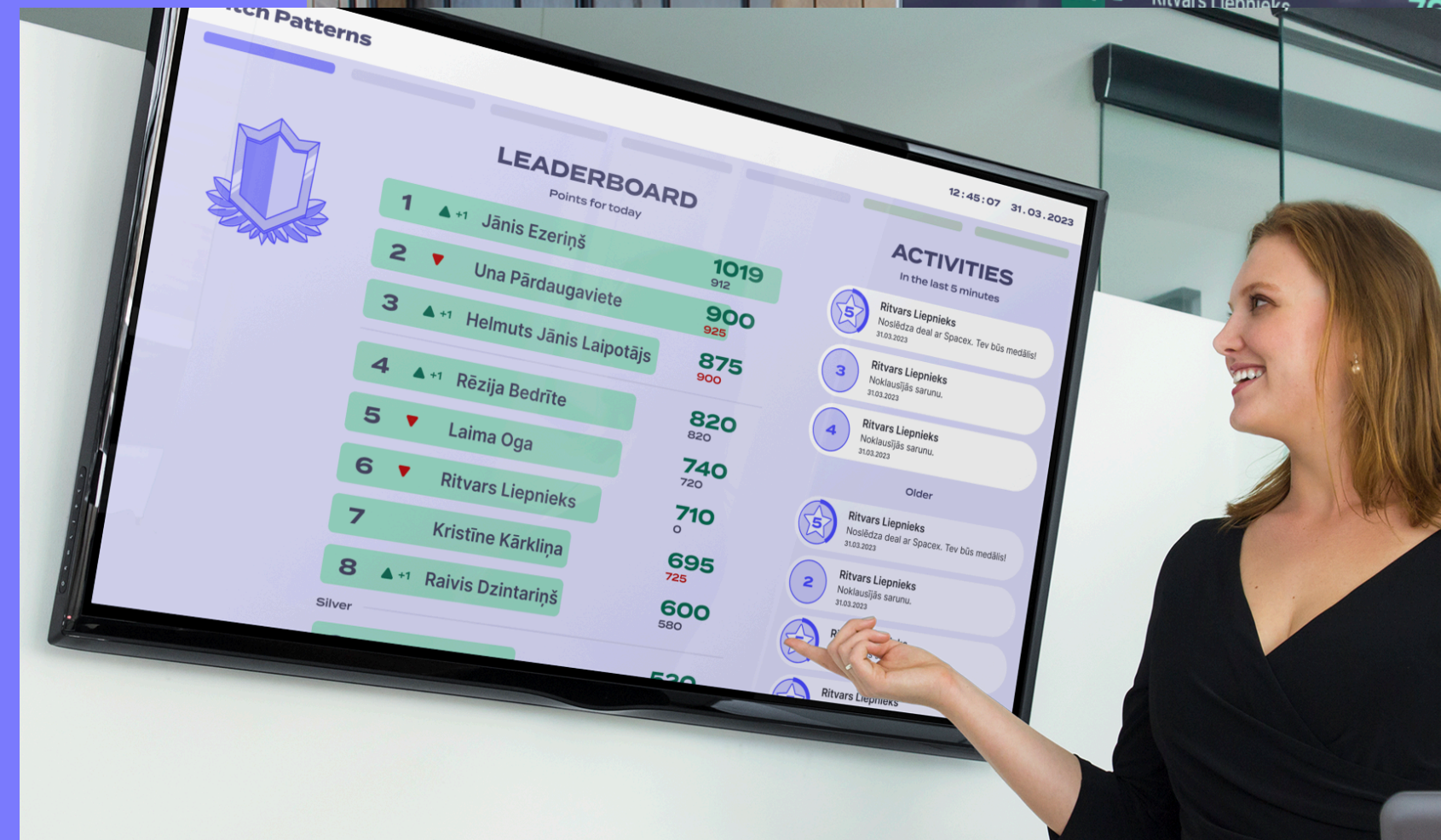
Topics:

**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



# Leaderboards

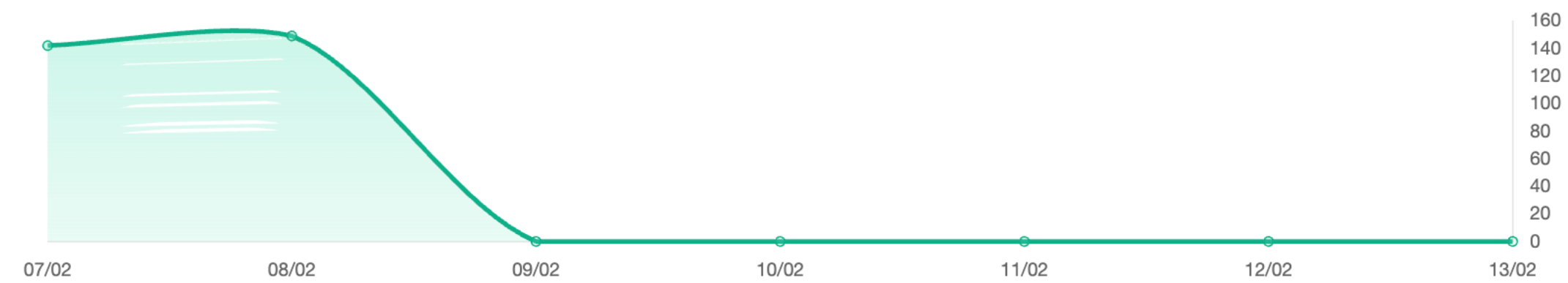


Periods  
▼ Pēdējās 7 dienās

Aģents  
Karina

Projekts  
Visi

291  
SARUNU SKAITS



13%  
ENERGISKA /  
PRIECĪGA BALSS  
AĢENTAM  
Mērķis: 80%

0.28  
PACIETĪBA  
Mērķis: 1.5

291  
SARUNU SKAITS  
Mērķis: 1400

0  
CONVERSATION  
RATINGS GIVEN

4  
JĀ

Mainīt

Mani sasniegumi

PAŠREIZĒJAIS RANGS

Pitch Patterns  
Profesionāļu Līga

140 XP

Savāc 141 XP, lai sasniegtu Sudrabs

PĒDĒJĀS AKTIVITĀTES

+70 XP Uzdevums pabeigts laikā  
08/02/24, 08:28

+70 XP Uzdevums pabeigts laikā  
02/02/24, 10:56

+15 XP Sameklēta, noklausīta vērtīga saruna un pievienots komentārs  
31/01/24, 17:07

Apskatīt vairāk

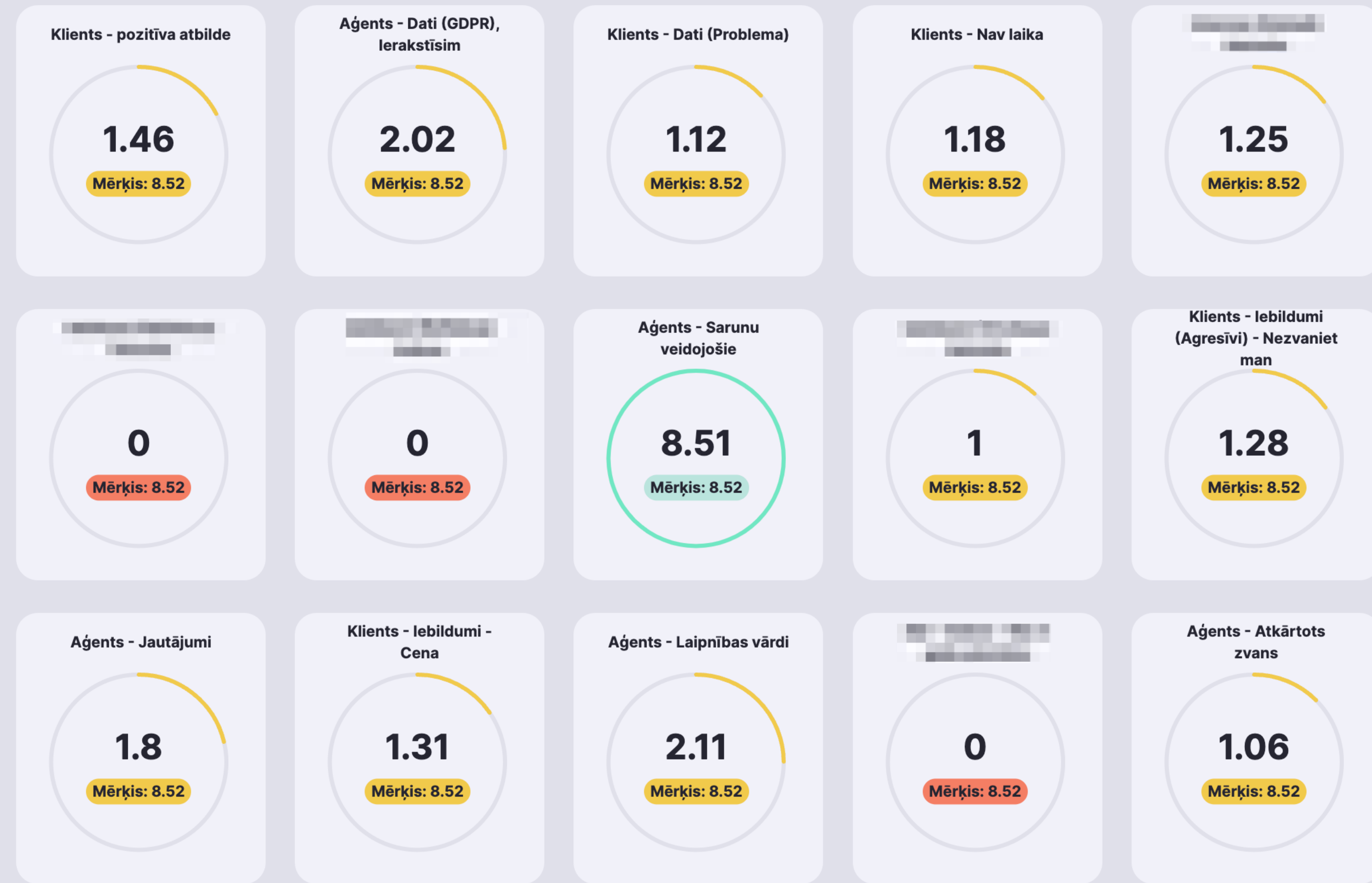
Redzēt Karaļu saraksta aktivitātes





# Temati

Skatīt detalizētāk



# Uzdevumi

Atvērt Pabeigts Visi

Izveidots Redzēt visu

Atbildīgais Es

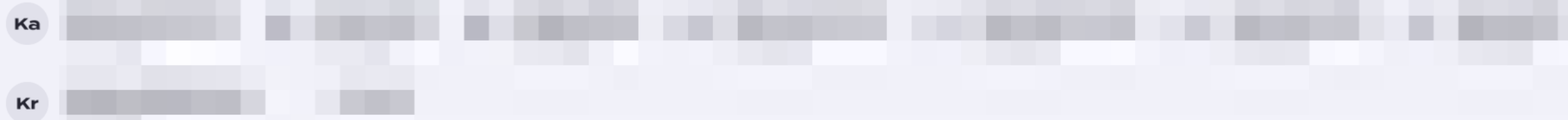
Meklēt 🔍

Jauns uzdevums

## izzināšana

🗨️ Komentāri (20)

Pabeigts Izveidots | 2024-02-13 Termins | 2024-02-14



## Pacietības metrika

🗨️ Komentāri (6)

Indexo Atvērt Izveidots | 2024-02-13 Termins | 2024-02-21



## Ieteikumu pieprasījums nosūtīts

🗨️ Komentāri (1)

Pabeigts Izveidots | 2024-02-08 Termins | 2024-02-08



## Ieteikumu pieprasījums nosūtīts

🗨️ Komentāri (0)

Atvērt Izveidots | 2024-02-08 Termins | 2024-02-08





Periods  
Pēdējās 7 dienās

Total conversations: 17472

- Filtrēt pēc:
- Klients
  - Ilgums
  - Nodoms
  - Tagi
  - Komanda
  - Temati
  - Projekts

Aģents	Garums	Temats/Klients	Fokusa metrika Datums		Korelatīvā metrika Ilgums	Statuss
	00:00:18		13.02.2024	↓	00:00:18	○ Apstrādā
	00:01:10		13.02.2024	↓	00:01:10	○ Apstrādā
	00:00:19		13.02.2024	↓	00:00:19	● Nelasīts
	00:04:53		13.02.2024	↓	00:04:53	○ Apstrādā
	00:00:22		13.02.2024	↓	00:00:22	● Nelasīts
	00:00:04		13.02.2024	↓	00:00:04	○ Pārāk īsi
	00:00:18		13.02.2024	↓	00:00:18	● Nelasīts
	00:00:25		13.02.2024	↓	00:00:25	● Nelasīts
	00:00:53		13.02.2024	↓	00:00:53	● Nelasīts
	00:00:15		13.02.2024	↓	00:00:15	● Nelasīts
	00:00:42		13.02.2024	↓	00:00:42	● Nelasīts
	00:00:34		13.02.2024	↓	00:00:34	● Nelasīts
	00:01:36		13.02.2024	↓	00:01:36	● Nelasīts

Novērtē sarunu!

Auči 0/10



Vel nav novērtēts

# Analīze

Pievienot mācību piezīmi

15s ⏪ ⏩ 15s 1x

02:37 05:24 -02:47

Marķieri

Aģents

Klients

Temati

Nodoms

Transcript Mhm jā, paldies, ka precizējāt ē tūlīt uzkrūpošu informāciju, ko nodot attiecīgai. Nodaļai. Nedaudz uzgaidiet, lūdzu, jā.

Ziņot par kļūdu

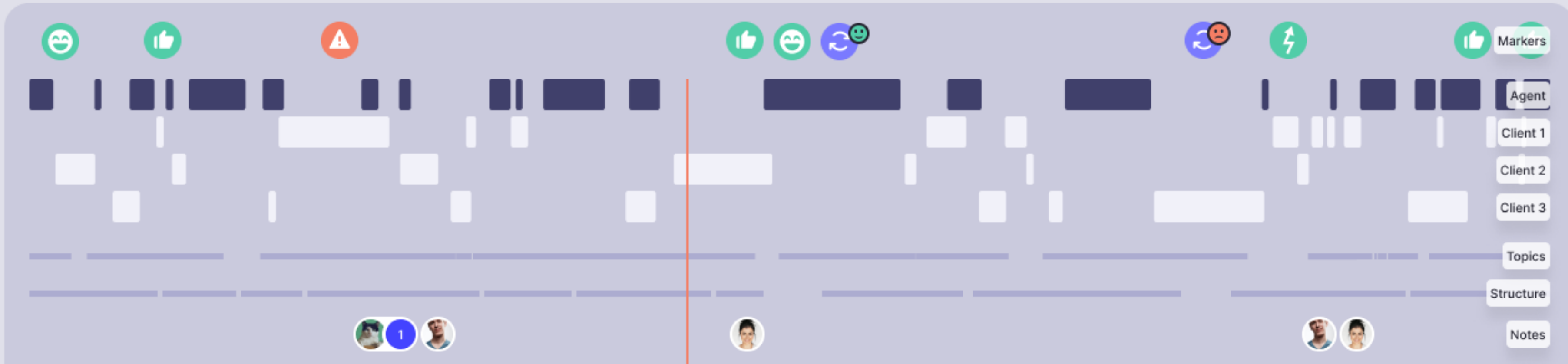
Report bad transcript

# Temati

See Transcript

Nodoms  Temati

Aģents	Klients	Kopsavilkums
24	1	24
Aģents - Liekvārdība	Klients - Nav laika	Aģents - Liekvārdība
15		15
Aģents - Sarunu veidojošie		Aģents - Sarunu veidojošie
2		2
Aģents - Jautājumi		Aģents - Jautājumi
1		1
Aģents - Laipnības vārdi		Aģents - Laipnības vārdi
		1
		Klients - Nav laika



Summary Topics Structure Emotion patterns Scorecard More stats

In brief

Ariel's company focuses on capturing clients in smaller language markets, leveraging tech like AI listening tools to improve sales team productivity and engagement. They offer an integrated CRM solution with unique positioning in the market.

Summary

- The conversation touches on the success of the Latvian basketball team and the importance of representing small countries in sports.
- Ricardas discusses his career path, starting as an event manager and

Transcript

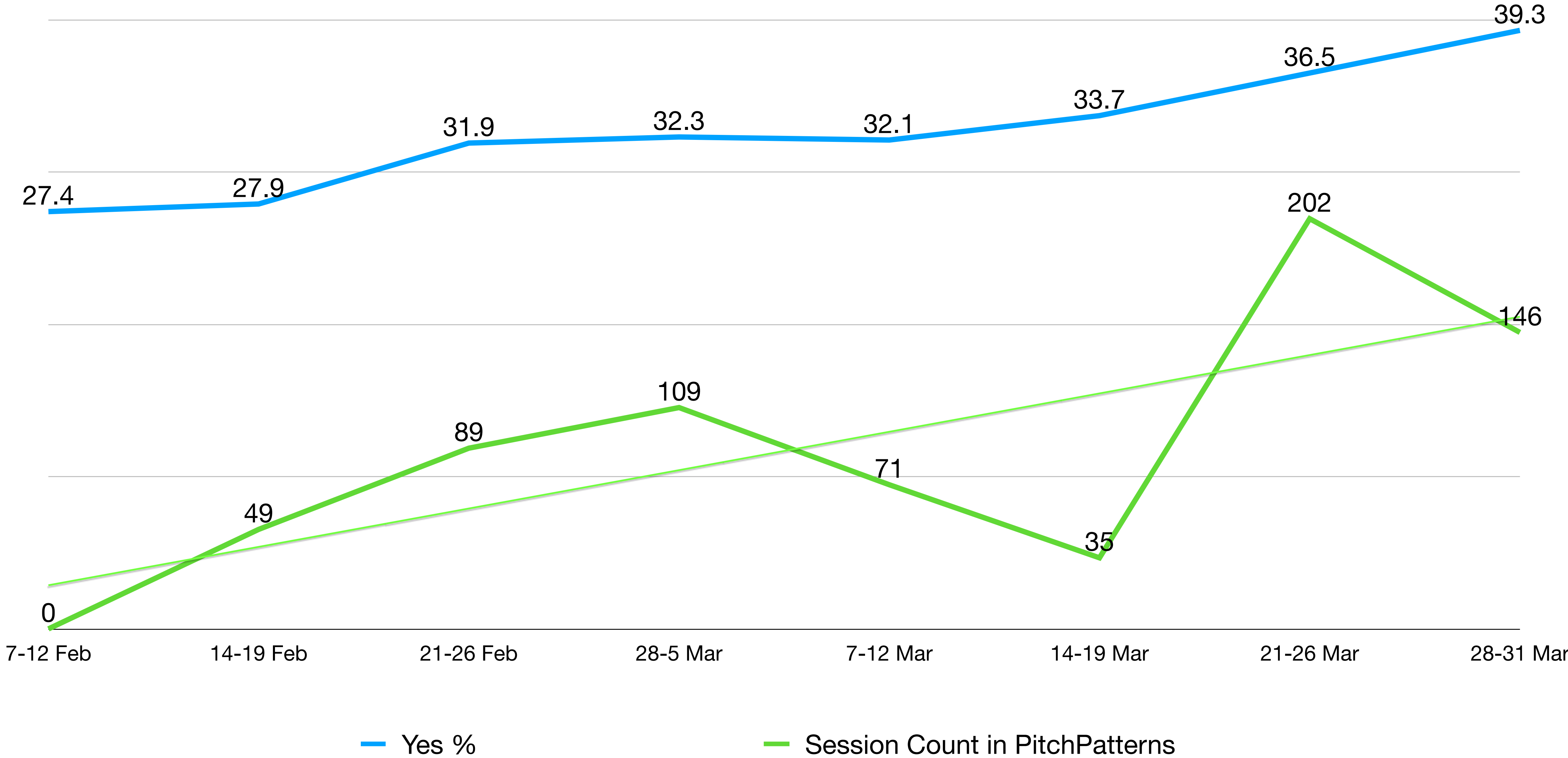
**Agent** 07:02  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id arcu consectetur, porttitor erat ac, euismod eros. Aliquam imperdiet in odio id tempor. Aliquam erat volutpat. Vivamus scelerisque ut arcu sit amet porta. Aenean ornare, est tristique molestie dapibus, nulla quam tempor elit, auctor euismod augue purus in metus. Quisque vehicula et metus et placerat. Cras aliquam eros sapien, sed faucibus quam tempor ac. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque quis augue sed leo ornare ullamcorper.

Report issue [Mute] 15 [Play] 15 1x [Denoise] [Labels] [Volume: 100%]

# Our clients



# 43% improvement in closed sales





# Return of Investment

Before: 45,500 EUR/month

Call center: 50 agents

Manual call quality evaluation system, such as QEval:  $30 \text{ EUR} * 50 = 1,500 \text{ EUR}$

**2 x full-time quality control staff**, gross:  $4,000 \text{ EUR} * 2 = 8,000 \text{ EUR}$

Conversion rate for B2C resell (upsell) calls: 5%

Resell (upsell) deal size:  $500 \text{ EUR} * 50 * 10 * 0.05 = 12,500 \text{ EUR}$

After: 22,000 EUR/month

Call center: 50 agents

pitchpatterns.com:  $60 \text{ EUR} * 50 = 3,000 \text{ EUR}$

GPU server costs: 1,000 EUR

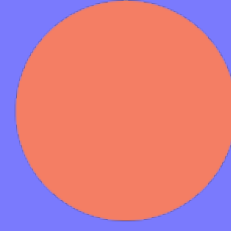
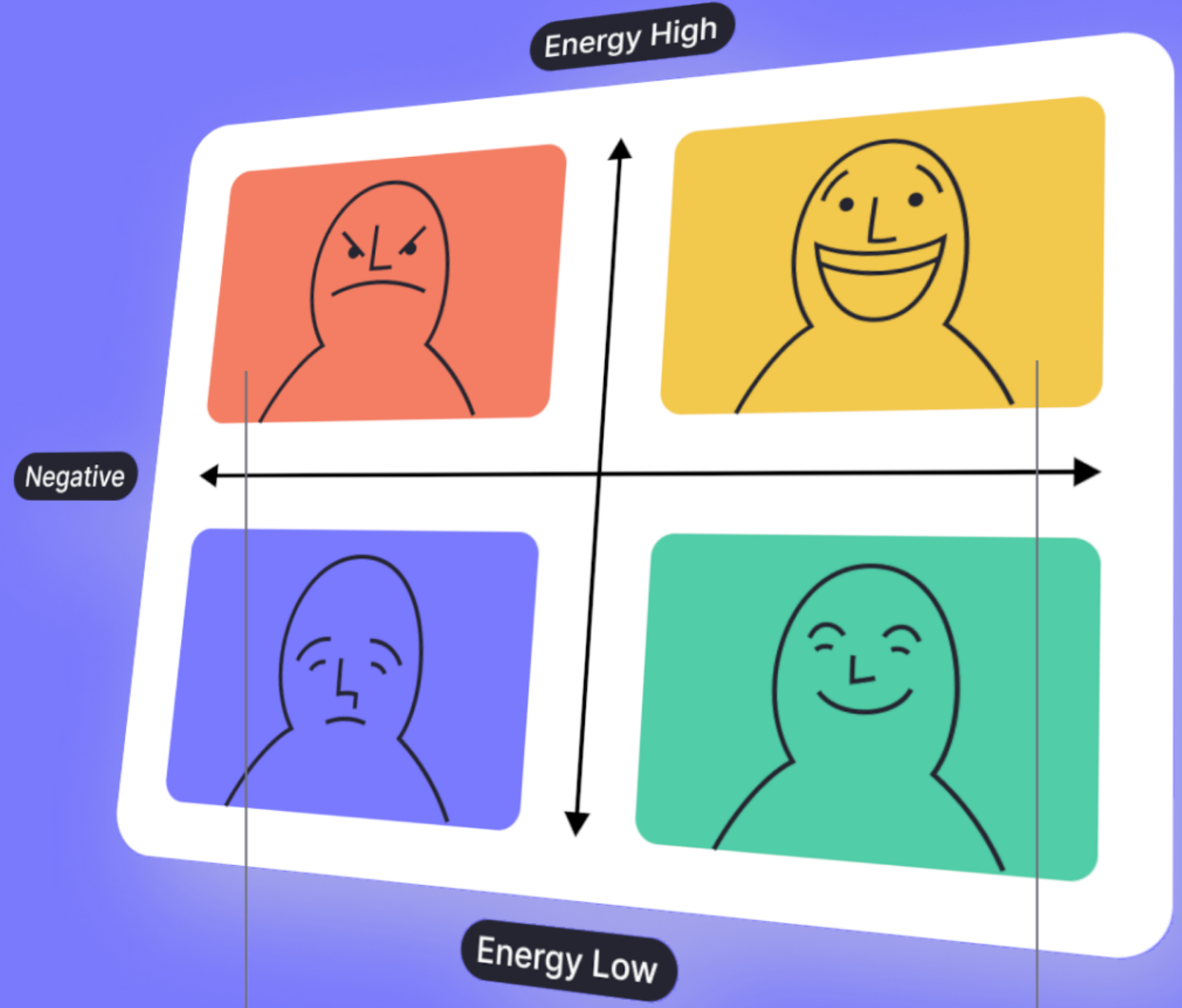
**1 x full-time quality control staff**, gross:  $4,000 \text{ EUR} * 1 = 4,000 \text{ EUR}$

Conversion rate for B2C resell (upsell) calls: 15%

Resell (upsell) deal size:  $500 \text{ EUR} * 50 * 10 * 0.15 = 37,500 \text{ EUR}$

**Benefit:  $45,500 - 22,000 = 23,500 \text{ EUR}$  (200%)**

# Track emotions



## Creates Tension

Negative emotions like dominance can create lack of trust.



## Increases Connection

Upbeat emotions and humor promotes trust and decision making.

Accuracy

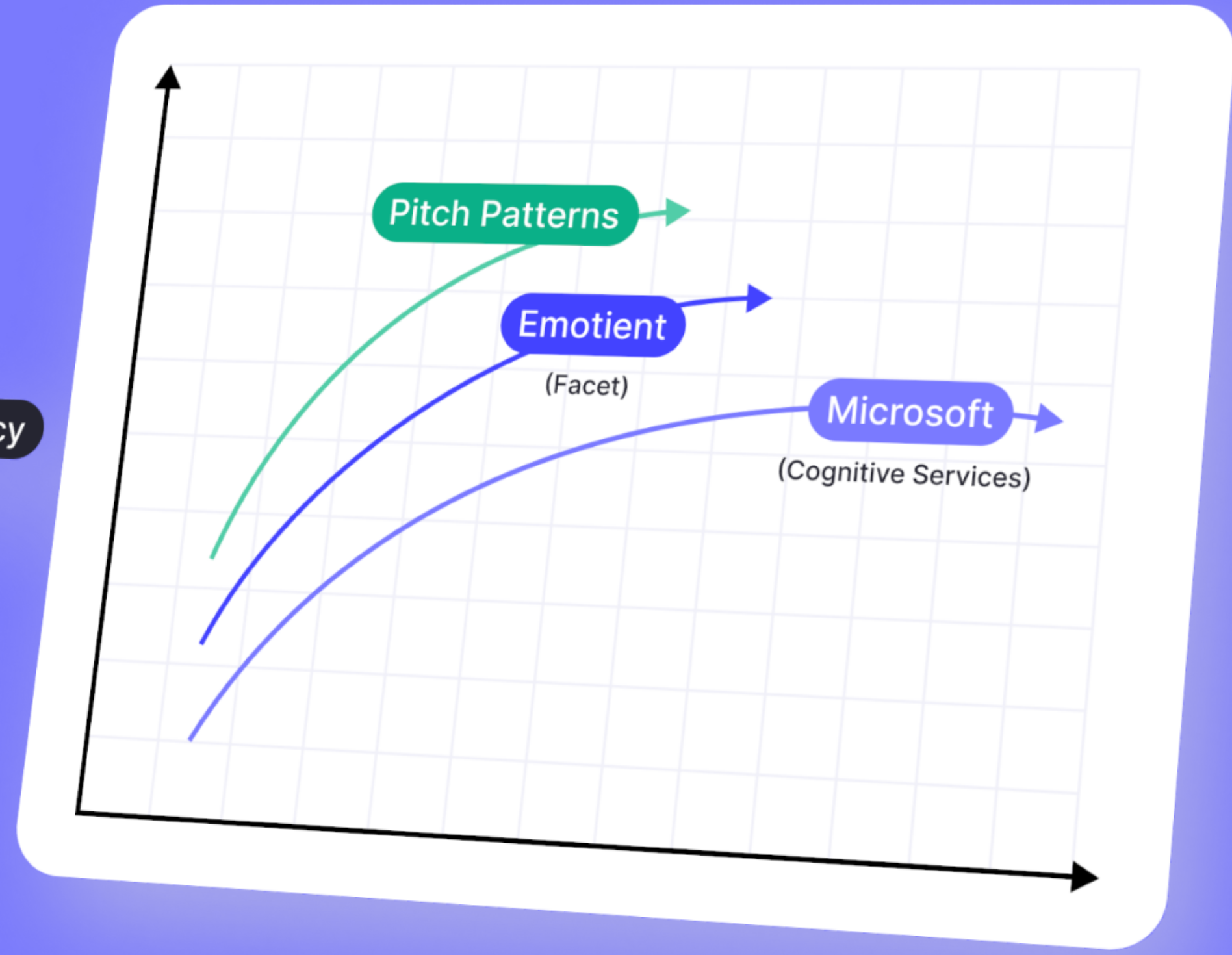
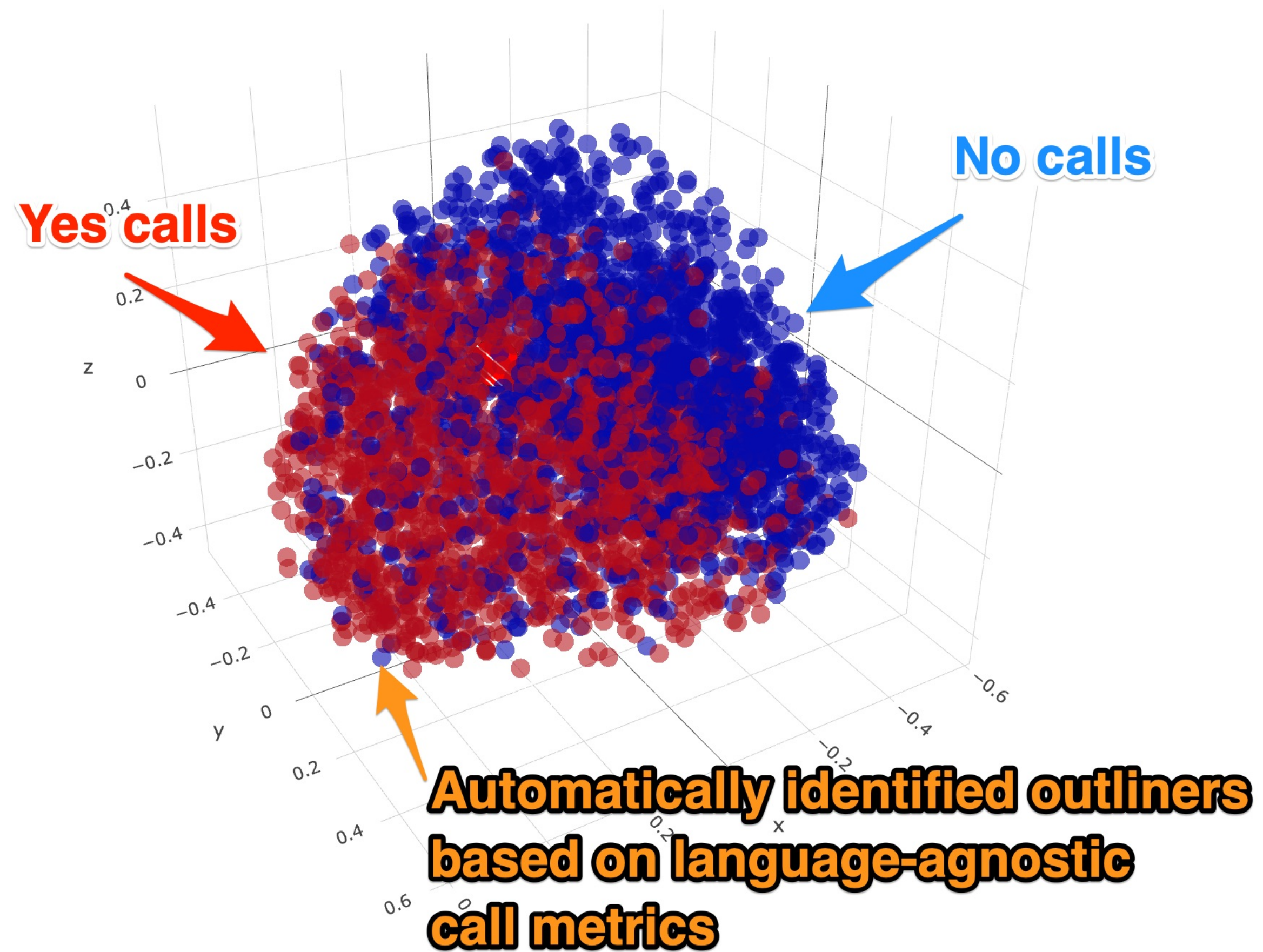


Table based on research paper: <https://sci-hub.hkvisa.net/10.1371/journal.pone.0231968>

# Instead of listening 1000 calls we automatically select top 10 which you should review

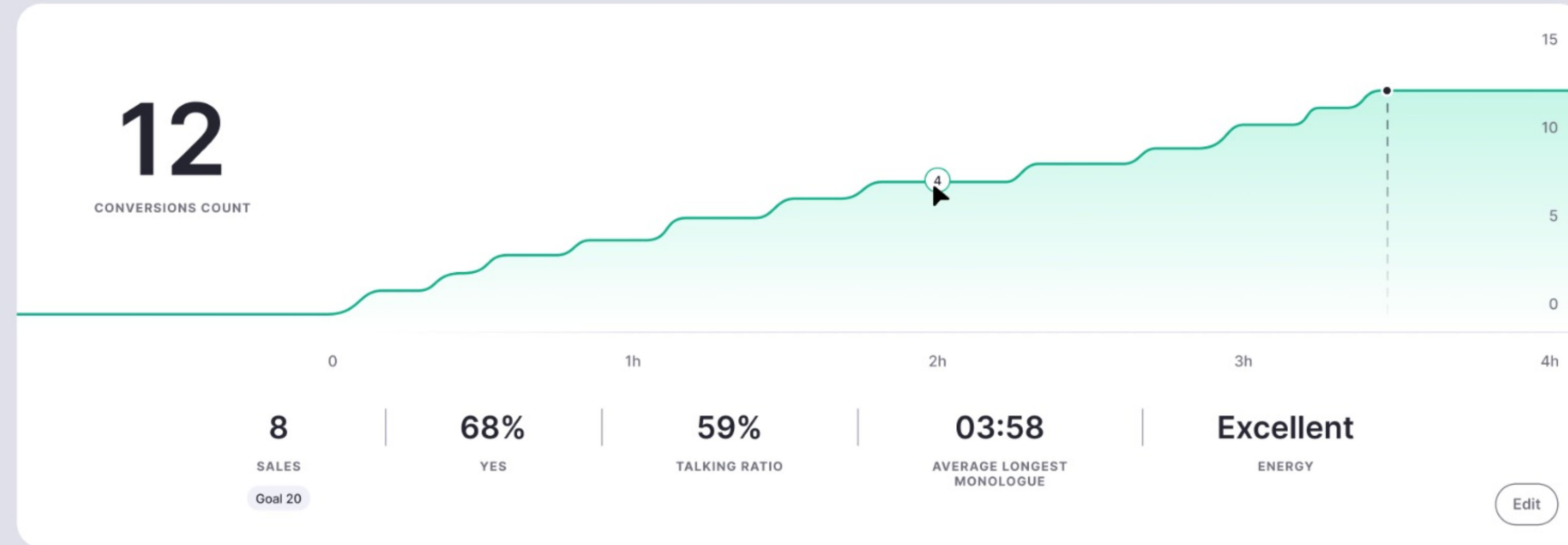


\* Each data point is a single call

Period  
Today

Agent  
Laura Ziediņa-Ozoliņa

Project



Flag suspicious calls automatically

Manager Feedback

Labā saruna, bet jāpagaida kamer atbild klients. Ka veidojam pauzes?



New Feedback Jānis Ozols, ID23222

Open conversation

Flagged Call

This call might be important for learning. Please check it out



New Feedback Skynet, ID23224

Open conversation

# Clients love the product



Gift sent to our office from our clients

## Feedback from clients:

Man vakar draudzene no All Media prasīja, vai mēs ar Jums sadarbojamies un kādas atsauksmes. Izrādās jūsu Mārtiņš ar viņu ir sazinājies un izmantojis mūs kā pozitīvo piemēru 😊 Teicu, ka, lai ņem jūs ciet un daudz nedomā. Tikko arī zvanīja Inga no Altero un sanāca par jums runāt. Arī teicu, lai ar jums sadarbojās un beidz atlikt sarunu ar Mārtiņu 😊 Sarunājām, ka Austra parādīs viņai sistēmu, kā tā izskatās un darbojās.

## Translation

Yesterday my friend from All media asked do we work with you and what are the recommendations from us. As it turns out your Martins has been in contact with them :) I told them to start working with you and do not think too much because its great system. Also Inga from Altero called that they talked with you. I also told that they should start working with you and do not delay call with Martins :) I organized that Austra will show how we use system.

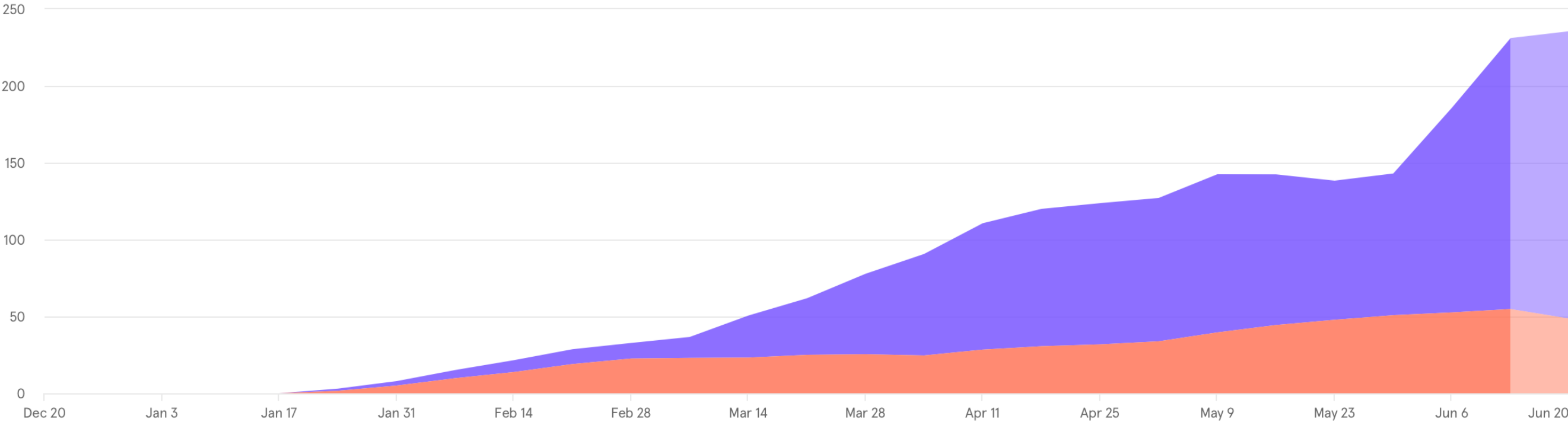
### Roberts Locksmith

Hi everyone! Just wanted to let You know that I have listened all the calls from Your previous reports. Also would like to tell You how much we are thankful for what You are doing for us @Anita Ramka @Evalds Urtans, it really helps us a lot to identify our pain points. I left many notes in PP system behind most of the calls that probably will give You an understanding how some of our processes works and my personal opinion, and recommendations (for us and our operators) how we can improve our conversion rate in future

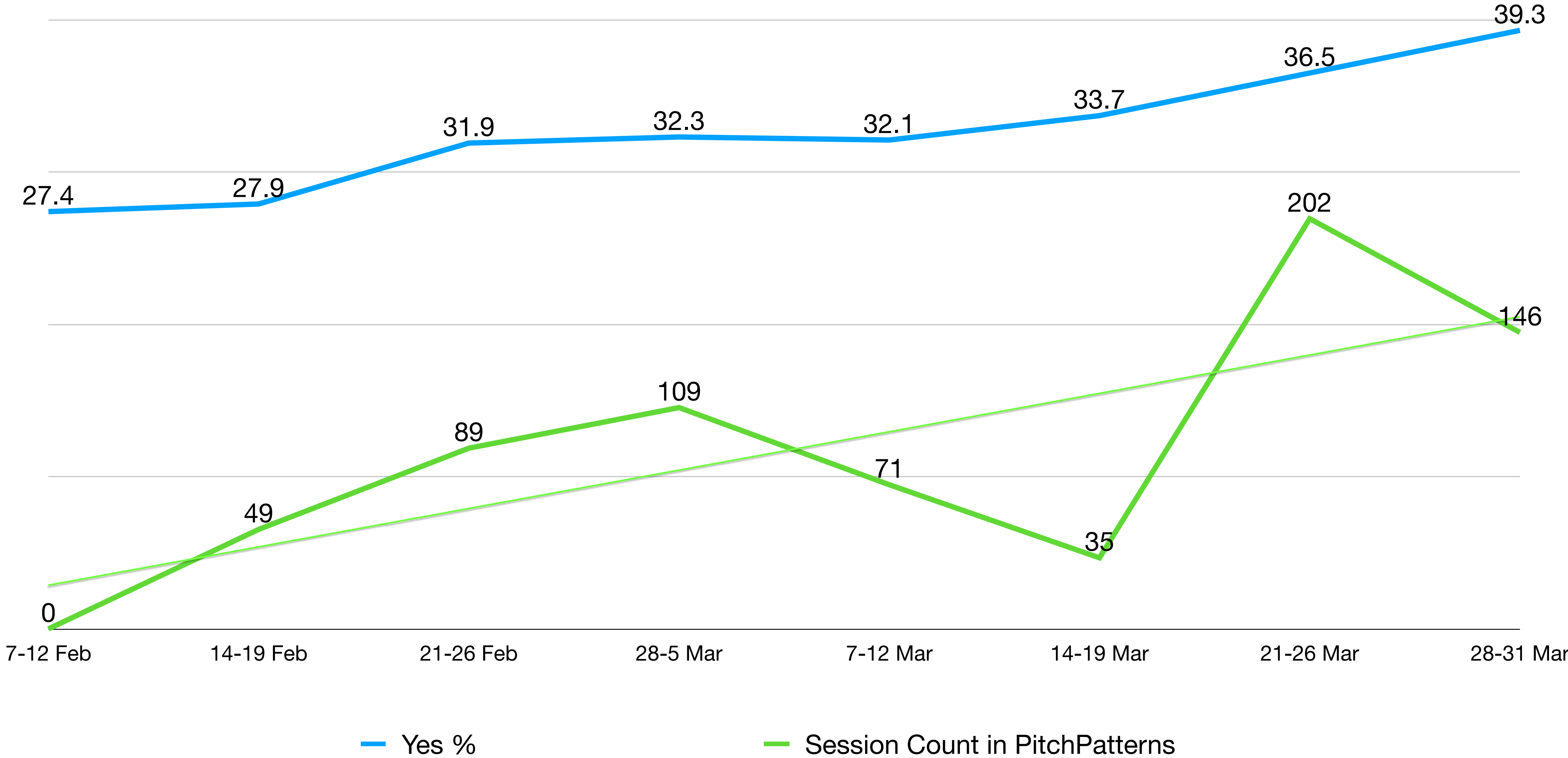
# Retention of active users

Week	Total Profile(s)	< 1 Week	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Average Retention	100%	99.6%	90.51%	88.06%	87.65%	87.02%	84.98%	85.57%	84.81%	84.3%	78.05%
Mar 21, 2022	30	93.33%	83.33%	80%	80%	80%	80%	80%	80%	80%	80%
Mar 28, 2022	29	100%	89.66%	89.66%	89.66%	89.66%	89.66%	89.66%	89.66%	86.21%	75.86%
Apr 4, 2022	23	100%	100%	100%	95.65%	95.65%	95.65%	95.65%	95.65%	86.96%	78.26%
Apr 11, 2022	39	100%	94.87%	94.87%	94.87%	94.87%	94.87%	94.87%	87.18%	84.62%	76.92%*
Apr 18, 2022	37	100%	91.89%	89.19%	89.19%	86.49%	83.78%	81.08%	75.68%	70.27%*	16.22%*
Apr 25, 2022	36	100%	88.89%	86.11%	86.11%	86.11%	77.78%	75%	72.22%*	25%*	
May 2, 2022	39	100%	92.31%	87.18%	87.18%	79.49%	76.92%	69.23%*	25.64%*		
May 9, 2022	52	100%	96.15%	96.15%	92.31%	86.54%	82.69%*	34.62%*			
May 16, 2022	63	100%	85.71%	80.95%	79.37%	73.02%*	28.57%*				
May 23, 2022	54	100%	87.04%	83.33%	79.63%*	38.89%*					
May 30, 2022	51	100%	90.2%	82.35%*	37.25%*						
Jun 6, 2022	48	100%	77.08%*	25%*							
Jun 13, 2022	63	100%*	36.51%*								
Jun 20, 2022	32	100%*									

## Weekly new users vs Sessions



# 43% improvement in closed sales



# Team

Experienced sales team  
Award-winning UX designers  
Award-winning AI scientists





# Market

Multi languages

**Oxus.AI**

Your Performance Sidekick

**Pitch Patterns**



**Klaus**



**GONG**

non-GDPR  
complaint,  
3rd party services



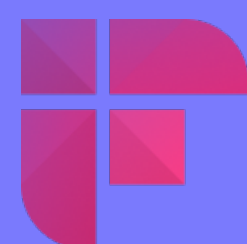
**JIMINNY**

GDPR  
complaint



**salesken**

**OBSERVE.AI**



**Fireflies**

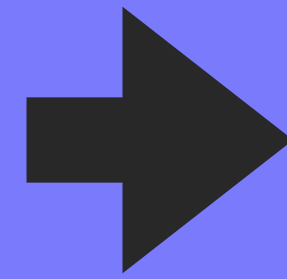
English only

# Model

## **Paid trial**

**21 days**

**Integration with  
telephony and CRM**



## **Subscription**

**35-50 EUR/per agent  
monthly**

# Pitch Patterns

POSITIVE CALLS



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