

The Power of Conversation Intelligence:

How to develop brilliant customer relationships and drive predictable revenue growth



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Introduction

Looking for tools to surface the voice of your customer? Has Conversation Intelligence (CI) been discussed in your organization, but you don't know where to start? Generally curious about the CI space?

This eBook will answer all your questions and more by providing a complete overview of Conversation Intelligence and its need in Revenue organizations, delivering impact from your Sales Development Representatives all the way to the C-Suite. Ready to learn more?

In this eBook, we'll cover:

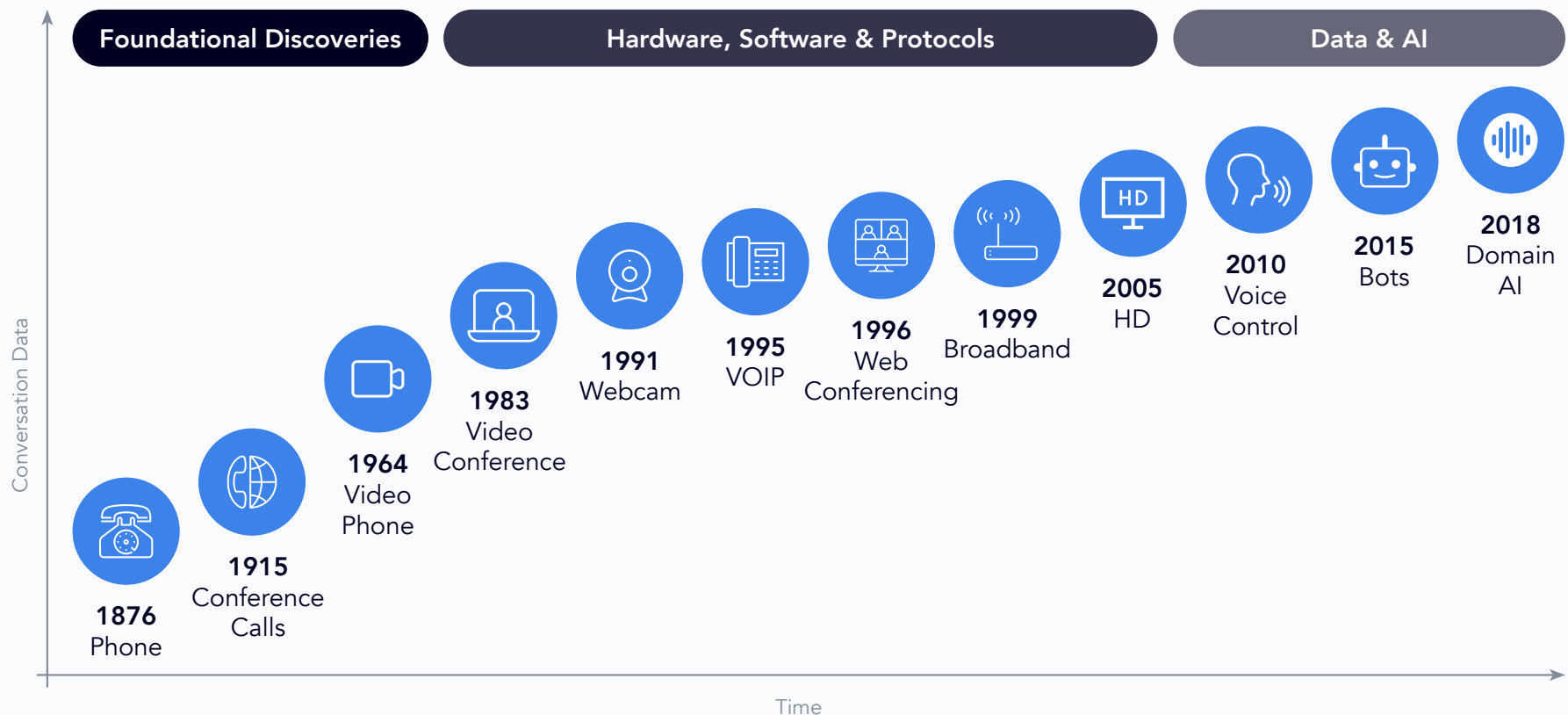
- The history of Conversation Intelligence
- Conversation Intelligence defined and how it impacts your business
- Where Conversation Intelligence fits into your sales technology stack
- Who in the Revenue organization benefits from Conversation Intelligence
- Projected growth and what's to come for Conversation Intelligence

History of Conversation Intelligence

The need for humans to connect virtually dates back many years. It all started with foundational discoveries: the first phone was created in 1876, conference calls began in 1915, and the first video phone dates back to 1964—creating ways for us to stay connected. More recently, we've had innovations such as the VoIP telephone (1995), broadband internet (1999), voice control (2010), bots (2015), and finally, Domain-specific AI (2018).

These foundational innovations over the past 100 years have laid the groundwork for the current generation of professionals all over the world to not only conduct meetings virtually, but feel connected in a digital and dispersed work environment.

Foundational Discoveries Accelerate the Next Wave of Data & AI



In recent years, broad innovation categories like Artificial Intelligence (AI), Machine Learning (ML), and Conversation Intelligence (CI) have grown and become popular areas of both technological growth and investment. It was not until a [paper published by Microsoft in 2011](#) on deep learning unlocked the step change necessary to understand conversational AI, improve speech recognition accuracy, and natural language processing (NLP). With a better understanding of the complexities behind AI, Chorus was founded in 2015 to help teams close deals by capturing and transcribing business conversations in real-time.

However, before you had companies like Chorus, sales managers would sit next to their reps in the office to practice live call shadowing, or would feverishly take notes on sticky pads and their notebooks, only to review them after a call and forget why they wrote down a particular word—missing the core ask for their follow-up. For those who have not adopted CI, this is still their sales process and a main reason for unattainable revenue, dissatisfied customers, and slow sales cycles.

The Changing World of Sales

PAST	TODAY
<ul style="list-style-type: none">• Live, in-person call shadowing can be unpredictable• Long onboarding process before you're allowed to make first call• Inconsistent scribbled notes• Confirming follow-ups and forgetting the details	<ul style="list-style-type: none">• Scalable, virtual call shadowing• Reduced new hire ramp time, accelerated learning curve• Time-stamped notes in one place• Automated next steps and streamlined follow-ups

Today, CI is one of the most highly recommended tools to invest in by top analysts (Gartner, Sales Enablement Market Guide 2020). Companies are listening to third-party evaluators, like Forrester, Gartner, G2 Crowd—who choose the leaders in the industry, advocating for organizations to invest in CI based on the value their clients have received from products just like Chorus. Forrester reported that investments in CI will continue to increase exponentially (Forrester, Tech Tide Q1 2021). Why? The world of sales tech is moving faster than ever and companies are continuing to accelerate their digital business initiatives, such as virtual selling (Gartner, CSO Priorities Pulse Survey January - February 2021). With continued digital transformation, companies are adopting Conversation Intelligence to better understand the time-to-value of their sales process, conversation data, and its impact on their business.

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Why Analysts Advise to Invest in CI

With 60% of respondents to this report’s survey describing their ROI from CI tools as high or very high and Forrester predicting that 80% of B2B sales will take place in remote and digital settings, the business value of these tools/functionality will increase.

Forrester, Tech Tide, Sales Technologies Q1 2021

FORRESTER®

What is Conversation Intelligence (CI) and how does it work?

You're probably wondering, what exactly is Conversation Intelligence? Conversation Intelligence captures and analyzes all customer interactions to gain a complete picture of the entire customer relationship.

Through AI-driven insights, it helps eliminate the blackbox around what's being said in prospect and customer conversations to effectively help your team win more deals and forecast with confidence.

Three Pillars of CI

RECORDS	TRANSCRIBES	ANALYZES
<p>Seamlessly records all calls across teams:</p> <ul style="list-style-type: none">• BDR calls from platforms, i.e. Outreach, RingCentral, Salesloft, etc.)• Virtual meeting platforms, i.e. Zoom, Webex, Microsoft Teams, etc.)	<p>Accurately transcribes calls in real-time:</p> <ul style="list-style-type: none">• Everything a rep and prospect says is converted to 'searchable' text	<p>Delivers deep insights into your conversations:</p> <ul style="list-style-type: none">• Deals risks• Competitive insights• Top seller talk tracks• Market trends• ...and much more!

CI enables Revenue teams to listen to previous conversations and identify what works and doesn't work in a sales playbook, learn from them, and drive more winning deals by leveraging the voice of the customer. These actionable insights are reflected in Chorus' CI platform. With over **14 granted patents to date** (more than 7X the closest competitor), Chorus is built on a strong proprietary foundation of unmatched data quality that trains our best-in-class AI model.

Our AI technology is trained in-house which speaks to our accuracy and minimizes false positives, occurring all too often with outsourced training and data. Chorus keeps CI within your team's current workflow, pushing insights into the systems where you and your team work every day.

The Go-To-Market Tech Stack

Now, think about your current sales tech stack. Most often, people think of customer relationship management (CRM), sales and market intelligence, lead handling and prospecting, and analytics and reporting. However, creating the perfect tech stack can be difficult. With over 1,000+ vendors in the sales tech space, it can be overwhelming to build the right tech stack for your Revenue organization and gain the necessary adoption and usage of each tool.

So where does Conversation Intelligence fit into your tech stack?

CI fits into any Revenue team's day-to-day workflow. Adding CI to your tech stack should not disrupt or cause more work for your organization. Instead, you'll want a CI platform that provides seamless integration, like Chorus, with existing frontline tools, adding value right away. This allows for quick adoption across the team and less time away from selling.

At ZoomInfo, we are building a modern go-to-market platform that brings together best-in-class intelligence with comprehensive data management, workflows, and engagement software to drive a highly efficient go-to-market motion for our customers. ZoomInfo provides companies more than just contact and company data; you're able to build and implement a complete end-to-end solution to support your

sales and marketing initiatives. Help your teams streamline their go-to-market strategy with ZoomInfo's leading B2B intelligence, such as:

ZoomInfo for Sales: A complete go-to-market solution for company and contact insights

ZoomInfo Engage: Automate multi-step sales prospecting campaigns, including phone and email communications

ZoomInfo Chat: Create human-first engagements for optimal website conversation

ZoomInfo Recruiter: A candidate database to source, manage, and engage top talent

And finally, Zoominfo + Chorus: Captures and analyzes conversations to bring you actionable insights from CI

Chorus is the key driver to bring insights from conversations for better targeting, coaching, deal intelligence, and data-backed decision making. Conversation Intelligence drives significant value in the sales tech stack—and adds benefits across all layers of our GTM platform. Analysts, such as Forrester and Gartner, rank CI with the highest impact and highest satisfaction category of go-to-market technology available today. Read on to learn how CI can significantly benefit your organization.

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The conversation intelligence Chorus provides not only gives visibility into what happens next, it also allows us to use the voice of the customer to inform our strategy. These insights and actions are essential to driving repeatable success across our entire revenue organization.

Meagen Eisenberg
Chief Marketing Officer, TripActions

Use Cases



Company Level

Conversation Intelligence enables you to better understand the behavior of the individuals and accounts you're working with by identifying patterns within conversations, such as how a conversation progressed (or why it didn't!). These conversational patterns shed light on how your customers make decisions and how your reps perform. By making sense of these patterns, you can improve your product, positioning, process, and coach more effectively. Specifically, you can look at areas like talk tracks, sales methodology adoption, objection handling, and competitive positioning to help your team win more deals.

PRODUCT INSIGHTS

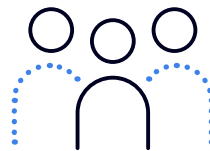
You've just launched a new product. Leverage the voice of the customer to better understand insights directly from users & coach reps on the new talk track.

MARKET TRENDS

Gain first-hand market intelligence and track shifting market dynamics. Share the voice of your customer across every team in your organization to improve roadmap priorities, collateral and training resources.

COMPETITIVE INSIGHTS

An emerging competitor entered your category. Better understand how prospects view the new competitor to help your team differentiate.



Individual Level

Conversation Intelligence helps reps and managers assess the direction and outcome of their conversations. This includes evaluating how well individuals "read" situations and empathize with customers as well as their ability to adhere to talk tracks. Conversation Intelligence helps reps better understand how to position themselves in conversations and self-coach to uplevel their own skills. It also assists managers in identifying knowledge gaps and new best practices within their teams to replicate winning behaviors.

NEW HIRE RAMP

You just hired a large new class of reps. Consistently onboard them with the same playlists of best practices and talk tracks by top performers.

SALES BEST PRACTICES

Some members of the sales team are constantly negotiating with customers and granting discounts, whereas others are securing larger, long-term commitments. Understand which talk tracks and customer signals are influencing pricing to roll out new best practices.

FEEDBACK & COACHING

Your rep handled a difficult objection like a pro. Provide them with feedback and share the call as a 'best practice' with other reps on your team who may find themselves in a similar situation.

CI Has No Limits

There is not just one individual, team, or department that benefits from Conversation Intelligence. The entire go-to-market organization from your Sales Leadership to Sales/Revenue Enablement and Frontline Team to Cross-Functional Teams reap the benefits of using Conversation Intelligence.

Let's take a look at how CI specifically impacts the Revenue org:

Sales Leadership

With CI Insights, Sales leaders can forecast with confidence and improve their overall ROI. They're able to better understand why a deal was won or lost by the team and quickly identify at-risk deals that require additional investment from stakeholders to cross the finish line. Chorus breaks down phone conversations for optimal analysis and sorting for Sales leaders to make data-driven decisions based on deep analytics and visibility.

Frontline Reps and Frontline Managers

For Frontline Reps and Managers, time is always top of mind. CI allows both reps and managers to have better meeting prep, stronger KPIs, and more accurate forecasting by proactively flagging deals or accounts that may be losing momentum and identifying best practices to be adopted by the entire team. Reps and Managers also see increased win rates that result in higher quota attainment for the entire team.

Revenue Enablement

Revenue Enablement has a strong focus on onboarding and training the Sales team. With CI, Enablement can reduce new hire ramp time and create better training and methodology adherence. They can measure enablement ROI by providing the Revenue org with a best-in-class library of training sessions and examples of best practices.

“

Because we are using Chorus.ai to listen to great sales calls, and to learn from peers and replicate best practices, I am now more confident that our reps are saying the right things to our customers.

Brent Sapiro
Vice President of Direct Sales, Bill.com

Customer Success

Both Customer Success leaders and managers are tasked with retaining and expanding customer relationships. CI insights allow for a seamless Account Executive, Customer Success Manager handoff with complete account visibility, quicker customer onboarding for new customers, and the ability to replicate top performers through virtual shadowing and coaching. The outcome? Lower churn rates! Who doesn't love that?

Sales/Revenue Operations

Sales/Revenue Operations needs to drive growth through operational efficiencies, which can be difficult with poor CRM data and little to no adoption of sales tools. CI makes it possible to inspect, measure, and enforce process adherence. It also automatically pushes insights and data into your CRM for better pipeline hygiene across the organization.

Cross-Functional Teams (Marketing, Product, Finance, etc.)

Conversation Intelligence doesn't stop at the Revenue org. Cross-functional teams, such as Marketing, Product, Finance, etc., capitalize on CI insights to understand shifting market dynamics, gain competitive insights, as well as leveraging the voice of the customer in messaging and content. This results in better strategic decision making for the product and the overall company. CI generates diverse insights for refining conversation strategy and improving customer sentiment towards products and services.

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50% Reduction in Ramp Time

Our old on-boarding process was self-paced and demanded a lot of content and shadowing. With Chorus.ai, we've cut our ramp times in half. It used to take eight weeks to fully onboard sales reps, now we can do it in about four weeks.

Halid Ibrahimovic
Senior Director of Sales, Guru

Conversation Intelligence Impact Areas

The impact of Conversation Intelligence technologies are wide-reaching. However, we believe there are three main areas where CI has the most impact on an organization:

Team

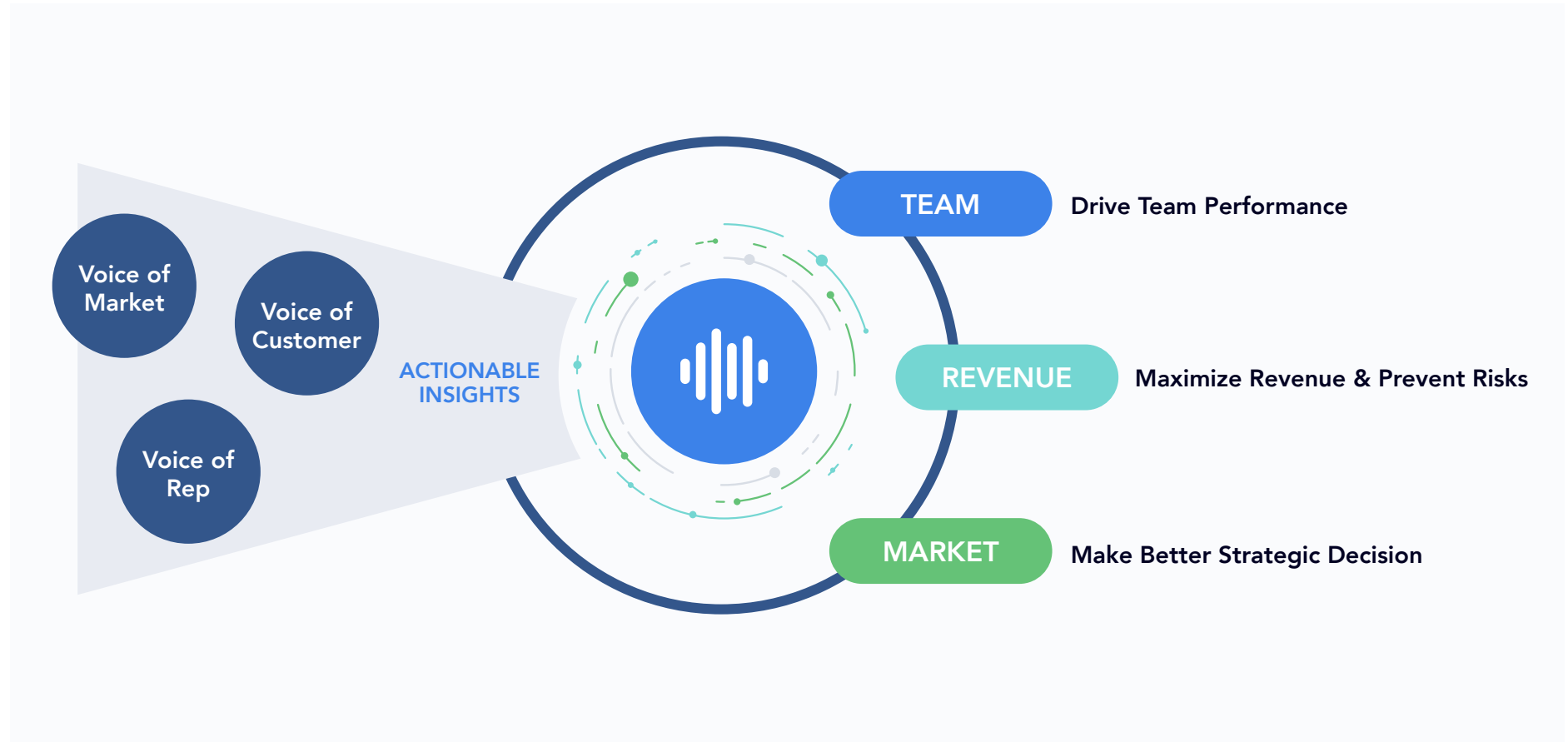
Drive team performance and bring your best to every interaction.

Revenue

Understand the relationships that drive revenue and prevent risks.

Market

Make better strategic decisions and enable customer obsession organization wide.

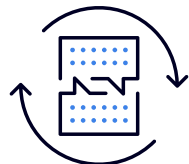


These main areas can be seen below in some examples of the ways teams leverage CI to make better strategic decisions and close more deals:



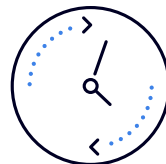
Replicate Winning Behaviors

Measure and benchmark team performance in order to the team on best practices and identify what top performers do differently.



Mitigate Deal or Churn Risks

Maximize managers' impact through proactive deals and coaching recommendations.



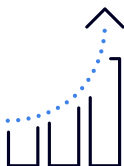
Reduce New Hire Ramp Time

Onboard reps in half the time with scalable virtual shadowing and fast feedback cycles.



Uplevel Team Skills

Bring in key stakeholders for easier team selling or share feedback to help push your deals over the line.



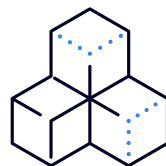
Understand Deal Momentum & Health

Identify actionable opportunities and streamline deal reviews to forecast with confidence.



Gain Competitive Insights

Understand competitive trends, which competitors are coming up, and how it's affecting your win rates.



Understand Shifting Market Dynamics

Track shifting customer needs and impact on deal outcomes as well as macro trends impacting your business.



Leverage VOC

Seamlessly share real customer snippets to better understand pain points and drive roadmap decisions.

What makes Chorus stand out among other CI vendors is the significant impact CI has on organizations. The change management required to get adoption of Chorus from frontline teams is minimal. Yes, you didn't read that wrong—it truly is minimal. This is huge for your Sales or Revenue Operations team who need to show a Return-On-Investment (ROI) on purchased tools. Unlike poor adoption of new tools in the past, they will have no problem obtaining an ROI from your GTM function.



Chorus Ranked No.1 Conversation Intelligence Product

Chorus was recognized as the top-rated product in Conversation Intelligence by SoftwareReviews, a division of the research firm Info-Tech.

Chorus led the pack against 11 other vendors across 250+ reviews and was the standout leader in software experience and customer relationship.



The Future of Conversation Intelligence

Now that you have a better understanding of Conversation Intelligence, it's important to know how CI will continue to transform the workplace. As the world continues to adapt to work-from-home and hybrid work models, you will want to stay close to deals and your team's changing needs. CI allows you to interact with a dispersed workforce while offering complete visibility into account activities and flagging at-risk deals. From additional integrations into tools teams use every day to prompt workflows, teams will continue to benefit from Conversation Intelligence as it further impacts the office of the CRO. It will continue to enhance Revenue teams' capabilities and grow to every C-suite office, ensuring that everyone in an organization benefits from CI.

It's time to add CI to your tech stack and give your team access to the power of **Conversation Intelligence**. What are you waiting for?





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About Chorus

Chorus is the leader in Conversation Intelligence and an integral part of ZoomInfo's (NASDAQ: ZI) leading modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. Founded in 2015, Chorus' Conversation Intelligence Platform identifies and helps revenue teams replicate the performance of top-performing reps by analyzing their sales meetings. These insights serve as the foundation of an effective coaching strategy for sales and customer success teams and provide insight into the voice of the customer across the entire organization. Customers like Zoom, Mavenlink, Qualtrics, Adobe, TripActions, and GitLab ramp new hires to productivity 30-50% faster and see an increase in quota attainment from 20-100%. Chorus has offices in San Francisco, Tel Aviv, Boston, Toronto, and Salt Lake City.