"The Forgotten Media: Why Capturing Conversations Improves Business Results"

Presented by

E. Kelly Fitzsimmons, Co-Founder & CEO, HarQen
This call is being recorded for quality assurance...
When we think of capturing conversations, we think of ...

1.) Recording audio of calls
2.) Logging call details and notes in text
3.) Using tech for contact centers only
4.) Writing reports and summaries
5.) Ensuring quality means in-call listening
What if we look at conversations differently?
What is the problem today?

When it’s important, we **stop texting** and we **start talking**.
What is the problem today?

All business begins and ends with conversations

Today, we are just playing “Telephone”
What is the problem today?

“What gets measured, gets managed.”
-- Peter Drucker

Today, we are managed by our conversations instead of managing our conversations.
What is the problem today?

80% of success is showing up.”

–Woody Allen
What is the problem today?

According to a 2011 Verizon study, 90% admit to missing some or all of a meeting as well as...

- 70% bringing other work
- 39% falling asleep
What is the problem today?

Once the meeting is over we keep our notes and throw away the conversation.

What is the Return on Investment (ROI) for our meetings?
Audio/web conferencing is a $6B industry growing at a 18% CAGR focused exclusively on LIVE conversations

What is the opportunity?

Voice & Messaging Innovation

- Broadcast Voice Mail
- Voice Mail
- Phone call
- Automated Audio
- Managed Audio
- Collaborative Video
- Web Conferencing
- Streamed Event

No. of attendees: Many to Few
Quality of Interaction: High to Low

Video, Voice, and Messaging Innovation
What does this mean?

If you could **safely** skip **one** meeting daily, you would have --VOILA -- **220 hours** to be productive per year!
What does this mean?

For an organization with 150 employees would get back 33,000 hrs annually OR the equivalent of 16 extra people.
How does HarQen solve this?

- **Capture** now or later
- **Enrich** with notes, images
- **Organize** around themes
- **Navigate** visually & aurally
- **Share** easily with others
- **Analyze** context, tone

![Diagram of HarQen services: Capture, Enrich, Organize, Navigate, Share, Analyze]
Go where the conversation is...
Initiate call from within CRM
Organize call while underway
Tag meeting remotely from phone
No more summarizing calls

Symposia June 30 2011
- Action items
- Summary of call details
- Highlights from meeting
  - Attended by Jon Garcia, J Brown and Andy Bombeck regarding Q 4 sales
No more summarizing calls
What is the freaky future?

• Symposia uses the natural behaviors of a meeting
  – Checking off agendas, note-taking, presentations, document sharing
• Organize the content while the session is underway
• Afterwards it provides a visual summary of the meeting
  – Notes, action-items and slides
• Participants to easily find and share meeting moments
What is the freaky future?

• By using *behaviors* to organize and index the meeting:
  – Content is searchable, shareable and analyzable
  – No need to rely on Voice To Text or AI
  – Works in ALL languages... Now

• Creates a deep-gravity well of voice content that can be:
  – Parsed and analyzed
  – Predictive analytics applied to behaviors
    • Not what people say they are doing...
What’s Next?

• Symposia entering its commercial beta
• Actively seeking partners to embed our technology
• Works brilliantly within cloud-based conversation tools:
  – CRMs
  – Web collaboration tools
  – Enterprise social networks
• Exceptional tool for competitive differentiation, client retention, and multilingual communities
Thank you!

Thank you for your attentive listening!

If you are interested in working with us, simply contact me:

Kelly@HarQen.com

414.235.1002