Emotions Analytics increases sales by generating an understanding of how sales personnel are perceived from the sound of their voices

**CHALLENGE**

FRONTLINE Selling provides sales acceleration solutions that drive increases in revenue. The company’s flagship product, Staccato, is a measurable and repeatable prospecting methodology based on the scientific analysis of nearly 2 million outreach. One of the key reasons Staccato’s prospecting process works is that it includes a role-playing simulator which accelerates the rate at which customers learn how to apply this prospecting process.

Scientific research has shown that how something is said is more than twice as important as what is said. Consequently, speaker intonations are critical in conversations targeted at capturing revenue. However, the Staccato simulated conversation tool for building custom automated role plays did not have the ability to measure how something was said. FRONTLINE sought a solution that could measure emotions by analyzing vocal intonations at various stages of a conversation, in order to better assess engagement and predict future behavior.

**SOLUTION**

Beyond Verbal’s proprietary technology provides real-time emotional analysis of vocal intonations, regardless of language. This ability to extract, decode and measure human moods introduces a new dimension of emotional understanding called Emotions Analytics. It is based on two decades of research by experts in physics, operations research, AI, NLP, decision-making and neuropsychology, who have studied hundreds of thousands of subjects in more than 40 languages and have accumulated a database containing over 3 million voice samples.

FRONTLINE Selling embedded Beyond Verbal’s cloud-based Emotions Analytics API into Staccato to create a powerful combination of technology and a proven methodology, in order to better engage with B2B buyers and tap into unknown demand and revenue. By generating an understanding of how we are perceived from the sound of our voices, it enables the tangible measurement of the most intangible part of any conversation – emotions. In the training of sales personnel, for example, analysis of the various stages of a conversation shows when speakers are enthusiastic and friendly at the start of a sales pitch, and perhaps distracted or unsure when asking a potential client to take the next step.

I would recommend using Beyond Verbal’s technology for any applications seeking to raise awareness of the correlation between how we sound and how we are perceived. It’s an invaluable tool for understanding the influence of our voices and improving communication skills.

MEREDITH BUCKLEY,
Director of Marketing,
FRONTLINE Selling

Consequently, Beyond Verbal’s Emotion Analytics provides FRONTLINE Selling with a tangible way of measuring the most intangible element of a prospecting conversation – how something is said.
RESULTS

✔ EASY INTEGRATION: The Emotions Analytics API was easily integrated into the Staccato role-playing simulator and easily accessible from any phone or through WebRTC, providing unlimited ways of utilizing the technology.

✔ COMPETITIVE EDGE: Staccato is the first role-playing simulator capable of measuring emotions, facilitating the ability to truly measure how to impact the outcome of a conversation by improving the way we speak.

✔ INCREASE IN SALES OPPORTUNITIES: FRONTLINE clients routinely experience increases of 200% more sales opportunities with salespeople trained with the Staccato role-playing simulator.

✔ FUTURE GROWTH: Proven success obtained with Beyond Verbal’s technology offers FRONTLINE a range of additional applications, such as:

- Measuring recorded conversations so that clients can begin to analyze both sides of the conversation from the targeted prospect/customer and the employee conducting the conversation.

- Adding a new dimension to the selection criteria in recruitment screening processes.

- Providing leaders and managers with hands-on understanding of the impact of their voices on how they are perceived, thereby improving their communication skills.

ABOUT BEYOND VERBAL

Since its launch in 2012, Beyond Verbal has been using voice-driven emotions AI to dramatically change the way we can detect emotions and reveal health conditions. The only input needed is the human voice, making this technology non-intrusive, passive and cost effective. Beyond Verbal’s technology has been developed based on ongoing research into the science of emotions that started in 1995. By combining the company’s patented technology with its proprietary machine learning-based algorithms and AI, Beyond Verbal is focusing on emotions understanding and discovering vocal biomarkers.

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I’ve had a great working relationship with Beyond Verbal. Their technology adds a unique WOW factor to our solutions by providing a detailed understanding of the effect of our emotions on our voices, enabling us to offer an unparalleled solution.

NANCY MUNRO,
VP Customer Solutions,
FRONTLINE Selling