



WHITE PAPER

Take Every Customer, Prospect, or Team Conversation Beyond the Meeting

How to Use Generative AI to Summarize and Share Key Moments from Every Microsoft Teams Call



Introduction

It's no secret meetings take up valuable time and energy in your workday. But they are a necessary part of connecting with customers, syncing on projects, and creating relationships with co-workers. We know, because there's been a [70% increase in meetings](#) per week since the move to hybrid/remote work in February 2020.

However, with the right tools and approach you can make these meetings more efficient, productive, and a reoccurring resource for your organization. This is crucial. Especially if you consider the cost of a meeting. Say you have six employees on a call, their average salary is \$100k, and that meeting lasts for an hour. You're looking at a [cost of \\$420!](#)

That's expensive. Multiply that one meeting by a company with 1,000 employees... You get the picture. On top of cost, think about all the valuable information being communicated, shown, and presented during your meetings.

Most of this knowledge is not being captured and consumed. Yes, you can take notes and press *record* but how often do you jot down every important detail or go back and watch the recording? Chances are you don't. You're too busy engaging during the meeting. You're too busy moving onto the next project. You're too busy preparing for the next call. So, all those ideas, decisions, and questions get forgotten.



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It doesn't have to be this way. You shouldn't have to write down every idea, share links to full length recordings, ask colleagues for updates on calls you missed, or request access for information that'll help you do your job better.

Instead, your meetings should be automatically recorded, notes automatically taken, and meeting minutes automatically accessible to everyone (with your permission, of course).

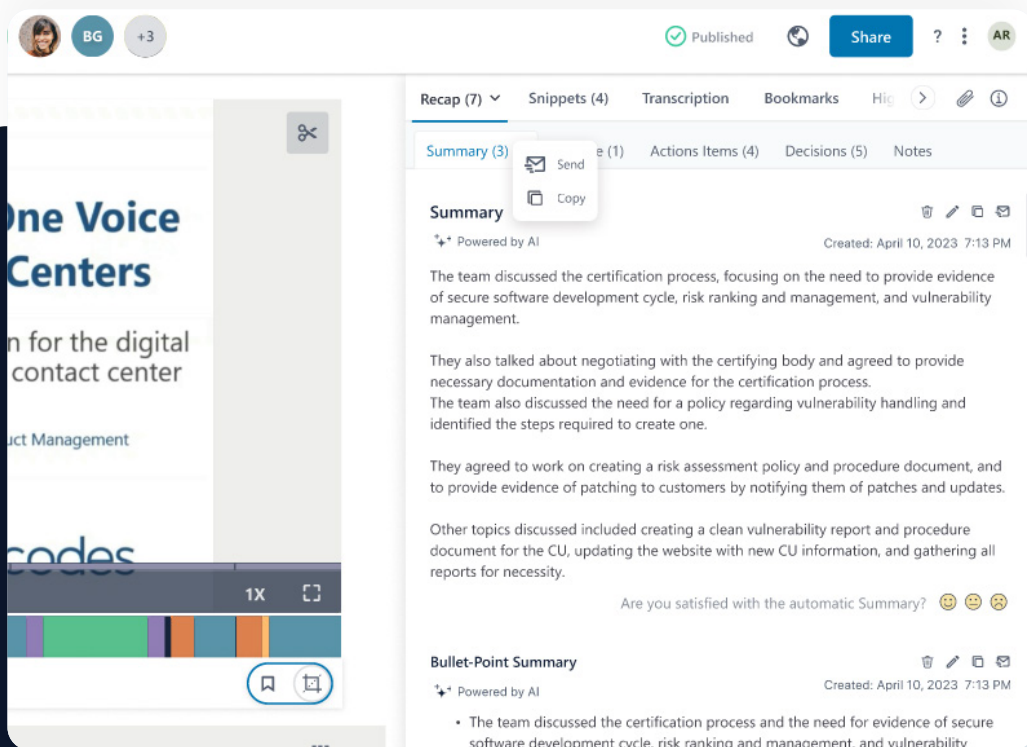
This is where AI Comes into Play

Specifically, Generative AI like, GPT or Generative Pre-trained Transformer.

Large technology companies have been battling to commercialize the next wave of AI. It's a technological race to the moon when it comes to user acquisition, profits, and media recognition.

OpenAI's ChatGPT and Google's Bard are good examples of how AI can be used to change the way we work and meet.

So, what is GPT exactly?



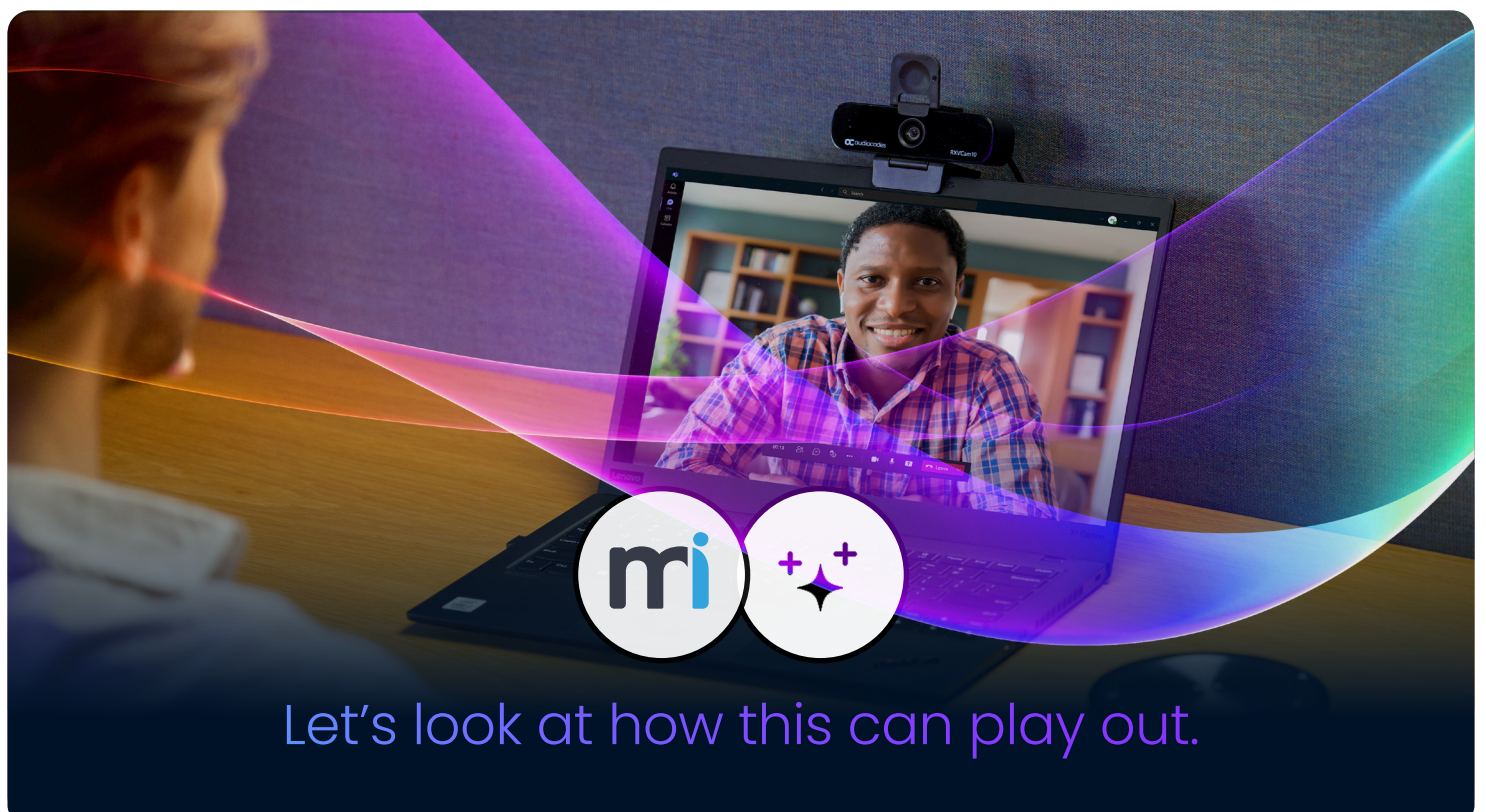
What is GPT & How Does it Work?

Chances are you've already heard of or played around with OpenAI's product ChatGPT, the AI chatbot that provides intelligent responses based on prompts. ChatGPT's responses feel like you're having a real human conversation. People use ChatGPT for almost anything – from accounting, getting legal or business advice, to writing social media posts, creating outlines for blog posts, and even writing software code.

Specifically, GPT is an AI model, and can be used in various forms. It is trained on billions of Large Language Model (LLM) data endpoints of text, such as books, articles, websites, or in our context – meetings.

LLM is a type of AI that can recognize, summarize, translate, predict and generate text and other content based on knowledge gained from a massive dataset.

Within your meetings, GPT couples with Speech-to-text (STT) to automatically transcribe meeting audio, generate meeting minutes, recognize speakers, determine sentiment analysis, and even identify key questions and themes.



How Conversational AI Can Help Automatically Capture, Save, and Share Every Detail, From Every Call



Automatic Capture of Meeting Content

Capturing meeting content starts with the automatic recording and transcription of the meeting audio, coupled with recording what's on screen. For instance, slides or a screenshare.

How does this work?

With an automatic recording, Speech-to-text converts the meeting audio into text and synchronizes it with the slides or screenshare, so you never miss the crucial details. There's a sense of security that comes with knowing you don't have to ask someone to repeat themselves or remember to manually click the record button.

Imagine you're in a meeting – remote, hybrid, in-person, it doesn't matter – and there's a lot of information being shared, making it hard to keep up. Or, you have staff who need more accessibility, aside from listening to a call. Having an automatic transcript allows those who are hard of hearing to more easily engage in the conversation.

Also, the meeting content is the basis for Generative AI to create automatic meeting minutes and turn your meetings into a reoccurring resource. We'll touch on this later.

Basic recording and speech-to-text isn't enough. A few additional elements to automatically capturing your meeting content:



NATURAL LANGUAGE PROCESSING

To improve accuracy by identifying context and meaning of words, including idioms, slang, and jargon commonly used in meetings.



SPEAKER IDENTIFICATION

To separate speakers in a meeting, improve transcription accuracy and recognize and assign individual voices to specific speakers.



SENTIMENT ANALYSIS

To analyze meeting transcriptions to detect emotions and attitudes, providing insights into the mood and tone of the meeting. This can be used to help you understand other perspectives and opinions.

2 Automate Meeting Minutes & Conversational Intelligence using Generative AI

You've managed to capture your meeting content. Automating the meeting minutes and the connecting conversational intelligence is where Generative AI really shines.

It's not easy to take notes, while being fully focused on the conversation. Usually, when you take notes, typed or written, the presentation, brainstorm, or customer interview continues, and you end up losing concentration.

Not only do you continue to lose focus on the conversation, but you're also taking notes relevant to you, while other attendees are taking notes relevant to them. Multiply that by 3-4 and you have several perspectives and outcomes unique to each person.

When you have AI-powered meeting minutes, you have one tool centralizing one set of notes based on everyone's contribution during the meeting.

Allowing you, your customers, staff, or vendors to speak freely, while your conversation is organized into actionable insights following the call. These new insights can be used to make more informed decisions. Consider these insights – conversational intelligence.

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AI-powered meeting minutes you should expect:



Meeting summary



Meeting outline



Action items



Decisions made



Questions asked/
answered



Highlights of important
moments



Speaker specific
summaries


Think of AI-powered Meeting Minutes like Having a Conversation with the Meeting Notes.

Your current method of consuming meeting minutes is like reading a book. You read the notes, gather what they say, and move on. But with AI-powered meeting minutes, it's like having a conversation with your notes.

Instead of reading your meeting minutes, you can ask questions like, "What are Andrew's action items for next week's meeting?" And receive a clear answer.

Instead of asking someone else to take notes during a meeting you can't attend, you can ask the AI meeting summary to list the highlights from the call.

Instead of writing down the questions asked or going back to the meeting chat from a new product training session, you can ask what questions were asked, by who, and how they were answered.



Question	Answer	Speaker
What are the plans for the meeting insights AI feature launch?	The plans include prelaunch, launch, and post-launch activities. Prelaunch activities involve a UC Today article, website banner, updates to the meeting insights landing page, and a white paper. Launch activities include a webinar, social media promotion, and a video invite. Post-launch activities consist of a press release, follow-up social media posts, a blog, follow-up emails, and a video focused on the AI feature.	colin.james@megacorp.com
What is the expected release date for the new meeting insights feature?	The new meeting insights feature is expected to release in the next couple of weeks.	colin.james@megacorp.com
What are the prelaunch activities for the campaign?	Prelaunch activities include securing a slot in UC Today, creating a website banner, updating the meeting insights landing page, and preparing a white paper.	colin.james@megacorp.com
What are the launch activities for the campaign?	Launch activities include hosting a webinar, promoting the event on social media, creating a video invite, and preparing a sales invite.	colin.james@megacorp.com

3 Centralization of Meeting Content

At this point, your meeting recordings and intelligence are still siloed. It's great to automatically record meetings and have AI-powered meeting minutes. But what's the point of using Speech-to-text and Generative AI if you or others can't easily find and consume what it does for you?

Your recordings, transcript, and meeting minutes need to be alongside each other and instantly available to everyone. Otherwise, you're left scrolling through old Microsoft Teams chats, requesting access to links, and wasting time linking everything together.

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When you have AI-powered meeting minutes and conversational intelligence from calls like:



Candidate Interviews



Customer Calls



Product Demos



1-1 Syncs



Quarterly Business Reviews



Team Meetings



Product & UX Research



Employee Onboarding



Project Updates

You're now generating helpful content for everyone in your organization that can be a tool for better decision making on a reoccurring basis.

There are hundreds of meetings happening across your organization weekly. There are meetings that could be helpful to your work that you aren't invited to.

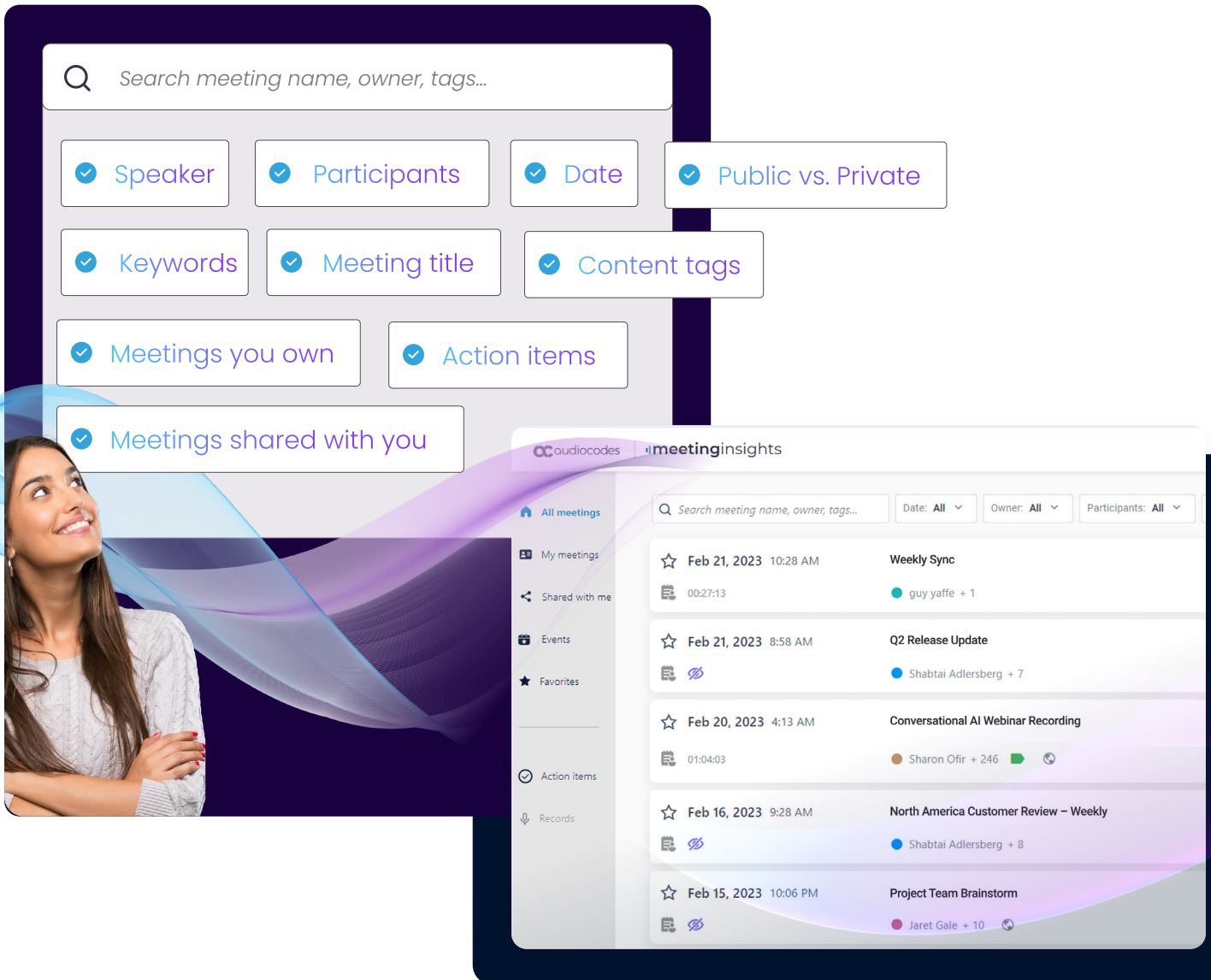
For example, say you're a product manager. You've been leading a lengthy project for a product update set to release in a few weeks. You know the sales, marketing, and customer success teams at your organization are having regular calls with customers and prospects who'll use the new features.

Your organization centralizes meeting content in a meeting repository or central knowledge base, so you access those recordings and search for meeting titles like "Mega Corp customer call." Now you have direct access to the voice of your customer and can search the AI-powered meeting minutes for everything discussed during that call.

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Your organization's meeting repository is the vessel for archiving every meeting recording, AI-powered meeting minutes, and all conversational intelligence so it's accessible to everyone at the company.

Helpful ways to search and filter through a meeting repository:



4 Sharable and Consumable Meeting Highlights

It's great to have automatic recording, AI-powered meeting minutes, and a searchable repository to find organization-wide meetings. But real wealth is extracting the right details, for the right person, at the right time.

Whether you were in the meeting, missed the meeting, or didn't know that it happened – you should have access to quickly consume the highlights.

First is knowing a relevant conversation happened and quickly receiving the important details. This can happen in multiple forms, including:



Getting an automatic follow up email with the AI-powered meeting minutes



Subscribing to keywords or tags related to a product or service you work on



Being tagged and notified with action items



Receiving short relevant video snippets taken from full-length meetings

The next step is consuming the relevant details with the ability to gain more context when you need to. Once you're in the right meeting recording in your organizational repository, you should have the ability to filter based on all the elements analyzed from your AI-powered meeting minutes.

Types of filters that'll have you and your team reviewing meetings in the matter of minutes:



Individual speakers



Presentation slides



Action items



Decisions made



Questions asked/
answered



Highlights (both
automated and manual)



Keyword search

This level of detail and quick consumption will allow senior leadership to spot trends like hours spent in meetings, busy months, and which department meetings have key highlights.

Allow sales teams to quickly skim through topics such as pricing, objections, and feature requests.

Provide clarity for HR to find each candidate's answer to the same question and share them with the team to quickly decide on who should move forward.

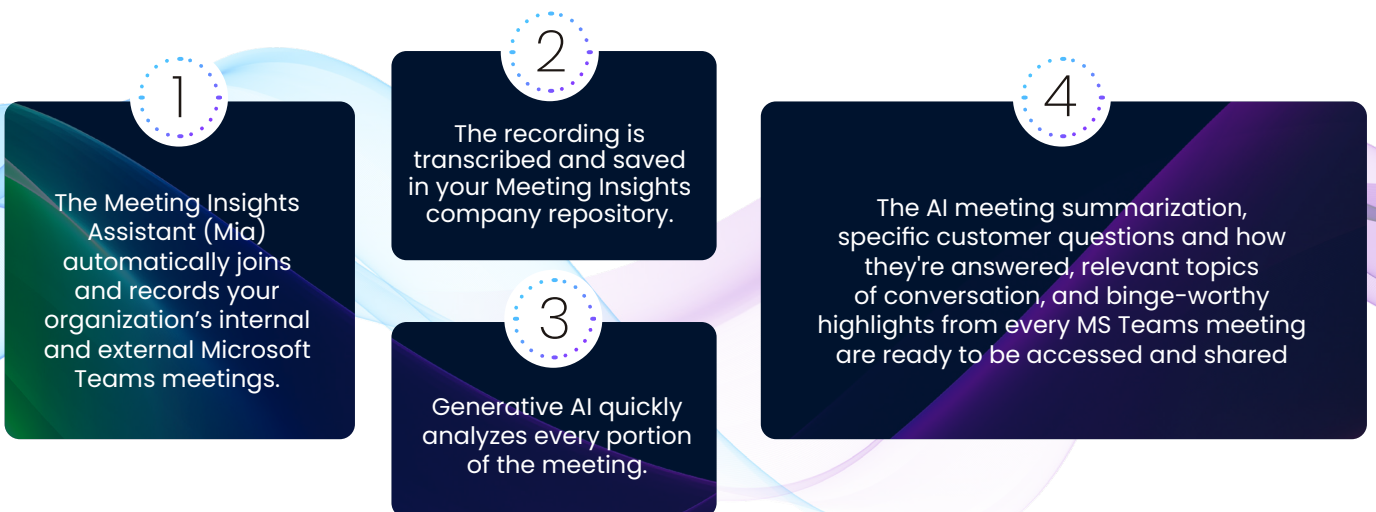
Help marketing develop realistic customer personas based on the questions, pain points, and buying decisions shared during calls with the field team.

Introducing AudioCodes Meeting Insights Newest Generative AI Features



Meeting Insights now uses Generative AI (GPT & LLM) to automate all meeting summaries and meeting minutes. Allowing you to focus on what's important – being engaged.

How it works:



Now your company knowledge is captured, saved, and shared across the organization. No more scrolling old Teams meeting chats, all your meeting recordings are in one app.

Going to miss a meeting? Have Meeting Insights attend, capture, and organize all the details of the hour-long meeting, so you only need 5 minutes to catch up on every detail later.

Chances are, Meeting Insights' AI-powered meeting minutes are probably more detailed than what you would have taken. See for yourself.



Learn More about Meeting Insights
Generative AI Features Today

[Click Here](#)

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