



INSIGHTS GUIDE

# Dubber Insights Guide



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## Document Revision History

Version	Reason for Change
1.1	Introduced document for Dubber Insights Guide



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## Dubber Insights Platform Overview

We're excited to introduce you to our brand-new platform! This guide will help you navigate our new platform and identify the functions that will remain accessible on our old platform for a little while longer as we complete our full transition.

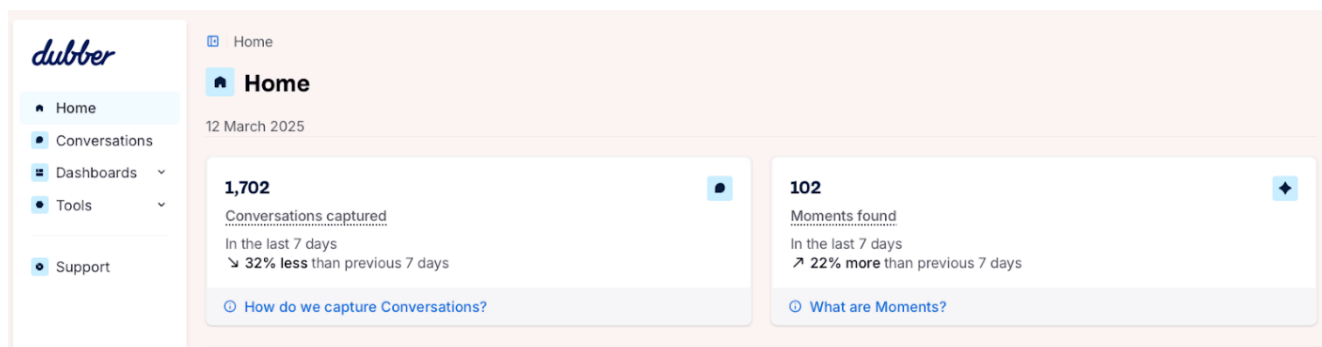
As we continue to enhance your experience, we'll bring new functions and features to the platform—delivering even more value to you.

As a user of our Dubber Insights product, you are among the first to explore our brand-new platform. This initial experience is tailored specifically for users of our Dubber Insights product, with a strong focus on delivering insights that drive business value.

Dubber Insights is a powerful tool designed to provide organisations with comprehensive business insights into their communication data powered by AI.

Upon accessing the new platform, users will arrive at a re-designed homepage that prominently displays key metrics, initially this includes the total number of conversations captured and moments detected over the past 7 days, along with comparisons to the previous 7 days. Shortly this will be expanded to include additional key metrics providing you with immediate, valuable insights upon landing.

The newly designed interface and navigation system allow users to seamlessly explore detailed conversations, access their Insight dashboards, or return to the previous portal for administrative functions.



Below the key metrics are a snapshot of the latest conversations.

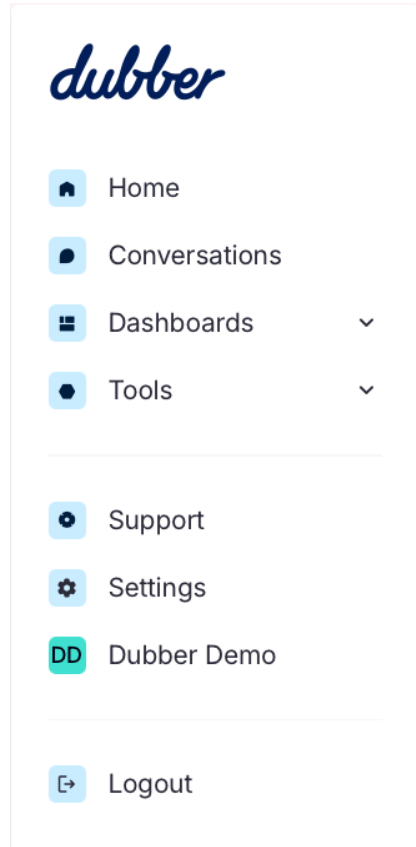


For users who need to access the original Dubber portal to complete a specific function or admin task,



you simply click on the settings link in the left navigation (below). This will open up a new tab in your browser, landing you on the old home page of the original Dubber portal. You can then switch between the 2 browser tabs for access.

You can also select your username and this will directly link you back to your profile screen in the original Dubber platform.





## Conversations

This section aggregates all the recordings captured within the chosen filters. Users can access this page from the clickthrough experience of the dashboards or direct navigation from the left hand sidebar (clicking on conversations). This page displays essential information about each call, including date, time, call sentiment and a conversation summary generated by AI. This aids in quick scanning and assessment of communication patterns and anomalies across various Moments. Users can filter conversations by date range, topics, connections, Teams and users. The 'Conversations' is a dynamic tool for assessing the details and sentiments behind each captured conversation.

The screenshot displays the 'Conversations' page in the Dubber interface. The left sidebar contains navigation links: Home, Conversations (selected), Dashboards, Tools, and Support. The top navigation bar shows 'Home > Conversations'. The main header area includes a search bar and several filter dropdowns: '15/02/25 - 17/03/25', 'Topics', 'Connections', and 'Teams'. There are also buttons for 'Show advanced', 'Clear all', and 'Apply'. Below the filters, a list of 20 conversations is shown, each with a contact ID, name, sentiment icon (green for positive, red for negative), duration, date, and time. The list is titled '1 — 20 Conversations'.

Contact ID	Name	Sentiment	Duration	Date	Time
+610404535352	Alex+aadubtm Insights	Positive	3min	17 March	06:50pm
+610431984664	Sally+stdub Insights	Neutral	2min	17 March	04:05pm
Sally+stdub Ucplusredaction	+610427408299	Neutral	2min	17 March	01:50pm
+610427408299	Alex+aadubtm Insights	Negative	2min	17 March	01:40pm
+610431984664	Alex+aadubtm Premier	Positive	3min	17 March	11:27am
Alex+aadubtm Insights	+610417950265	Positive	3min	16 March	03:45pm
+610417950265	Anthony+aadub Trends	Neutral	1min	16 March	01:45pm
+610426517838	Alex+aadubtm Premier	Positive	3min	15 March	02:51pm
Anthony+aadub UC	+610426517838	Neutral	2min	15 March	01:51pm
Alex+aadubtm Insights	+610415077347	Neutral	3min	15 March	10:06am
+610437656975	Alex+aadubtm Insights	Neutral	2min	14 March	06:35pm
demo -- webinar lavender_SQL_496	Alex+aadubtm Premier	Neutral	1min	14 March	06:08pm
demo -- webinar lavender_TCP_307	Alex+aadubtm Premier	Neutral	1min	14 March	05:59pm
demo -- webinar indigo_XML_906	Alex+aadubtm Premier	Neutral	1min	14 March	05:55pm
Sally+stdub UC	+610403550659	Neutral	3min	14 March	02:45pm
Alex+aadubtm Trends	+610437656975	Neutral	2min	14 March	12:45pm

### Conversation Summary

Each 'Conversation Summary' result is accompanied by a succinct AI-generated summary. This provides a quick overview of the conversation contents.

### Conversation Sentiment

Each 'Conversation Summary' result is complemented by an AI-generated summary and an overall sentiment indicator, represented by an emoji icon for immediate sentiment recognition—positive, neutral, or negative. This sentiment analysis is invaluable for quickly gauging the overall sentiment of the call.

### Date of recording and duration

The date, time, and duration are clearly displayed within each call listing on the Capture Summary page, providing essential context at a glance. This design ensures that users can quickly ascertain the timing and length of conversations, which are critical for understanding the interaction, without needing to navigate away from the summary view.



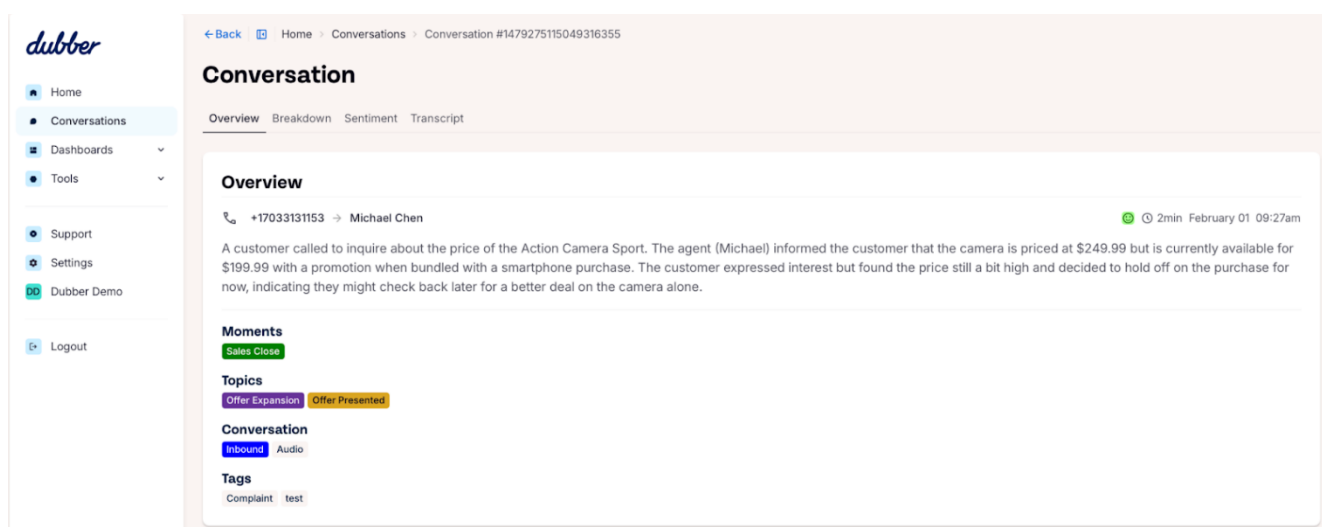
## Navigation to individual conversation

To dive deeper into any interaction, click on 'view Conversation'. This page will offer a more granular view of the conversation and will be explained in detail below.

## Conversation Details

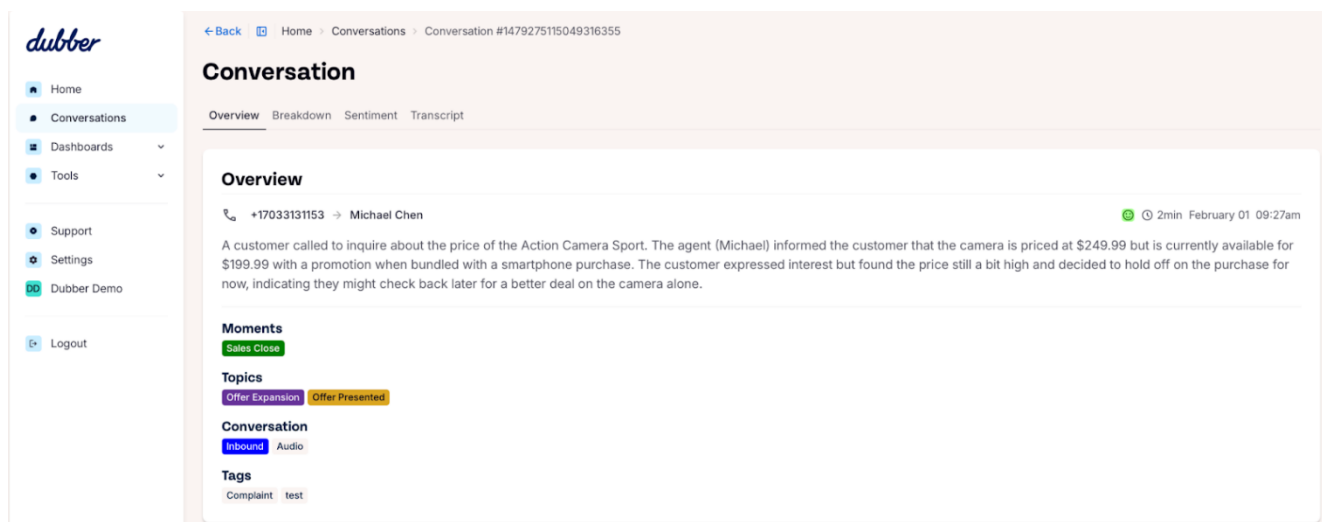
Clicking a recording on the Conversations screen will allow the user to access the details of the conversation (click view conversation).

The Conversations detail screen in Dubber Insights is a comprehensive interface that presents in-depth details of each captured conversation. It facilitates a deep dive into the data allowing the user to listen, read and action. Here's how to navigate and utilise the key features of this screen:



### Overview

The Overview tab presents a summary of the recording, highlighting key details such as moments, topics, connections, and tags. This allows users to quickly review and understand the recording's activity at a glance.





## Breakdown

This tab features a list of moments and topics identified by AI as significant within the conversation. These are presented in a summarised form, giving you an immediate overview of the key points discussed without having to listen to the entire recording.

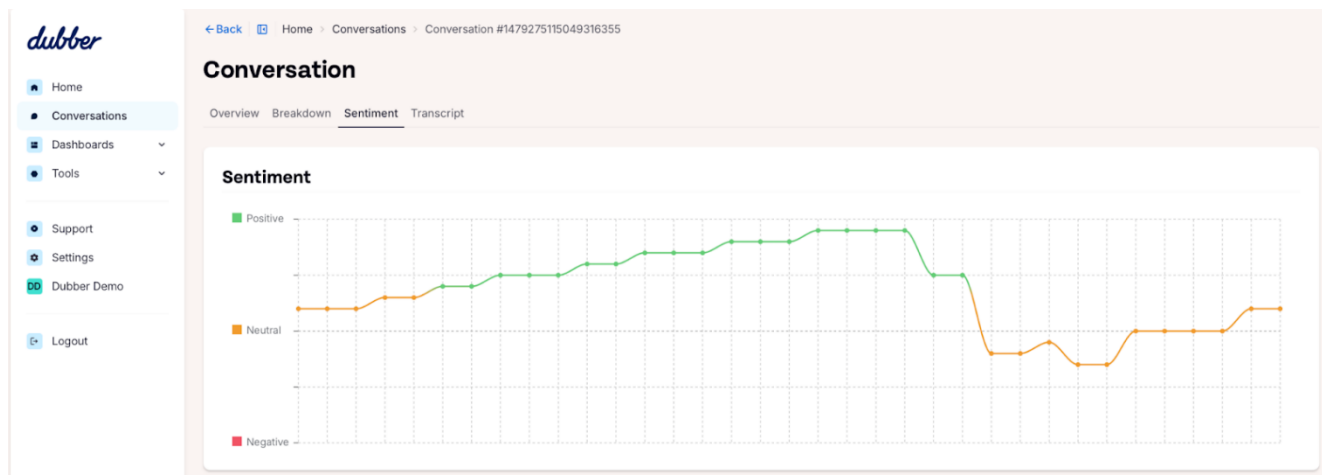
The screenshot shows the Dubber interface with the 'Breakdown' tab selected. The left sidebar contains navigation links: Home, Conversations, Dashboards, Tools, Support, Settings, Dubber Demo, and Logout. The main content area is titled 'Conversation' and includes tabs for Overview, Breakdown, Sentiment, and Transcript. The 'Breakdown' section lists two key moments:

- 00:13** | Sales Close | Offer Expansion: The agent informs the customer about a promotional offer to buy a smartphone along with the camera for a discount.
- 00:33** | Sales Close | Offer Presented: The agent presents a specific offer, detailing the original price of the camera and the discounted price when purchased with a smartphone.

A note at the bottom states: 'All data was collected from the conversation using our AI technology.' A 'Find out more' link is also present.

## Sentiment

Discover a deeper understanding of the conversation with our 'Sentiment' feature. This tool highlights the overall sentiment throughout the call, distinguishing between positive, neutral, and negative moments. The graph provides insight to the way a call was handled, allowing you to see objection handling and the sentiment detected at points in the conversation.

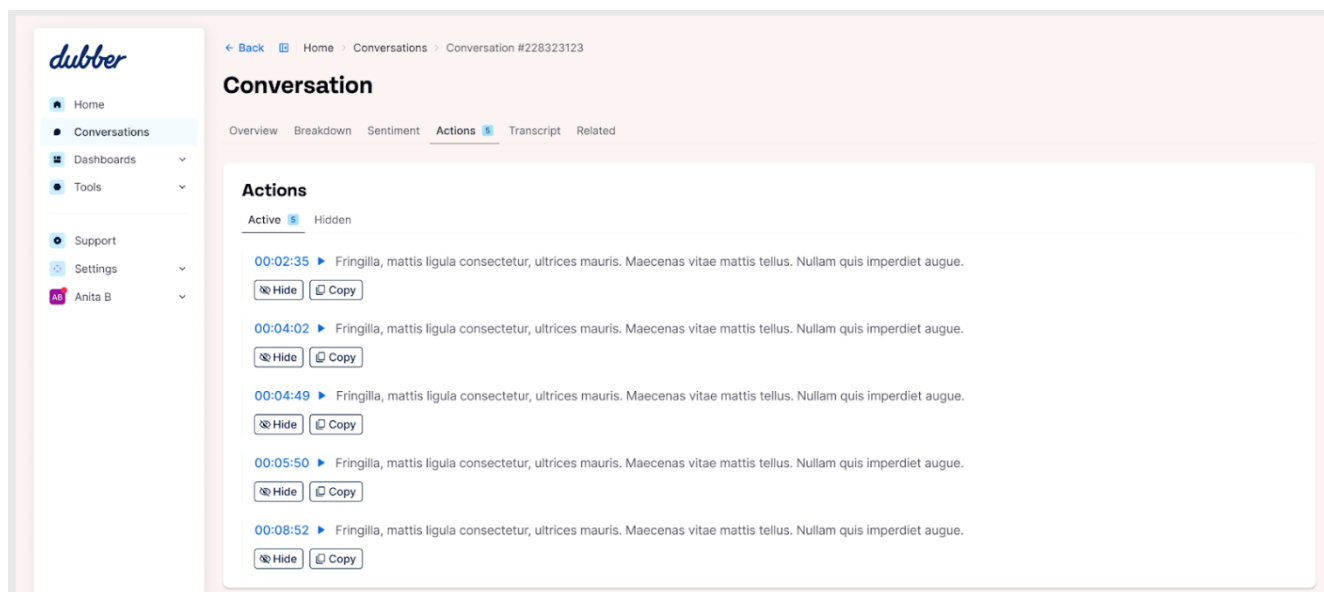


Simply hover over the sentiment graph to access specific playback related to each sentiment segment. The hover option provides you with a timestamp, allowing you to pinpoint the exact moment in the conversation and listen to the corresponding playback. Enhance your experience by exploring the nuances of sentiment in a user-friendly and efficient way.

## Actions

Actions is an innovative AI-powered feature that extracts actionable insights and commitments from conversations, making them readily accessible and transferable. By intelligently analysing discussions, it captures tasks, activities, assignments, and follow-ups, transforming them into a structured format for seamless integration into your existing workflows.

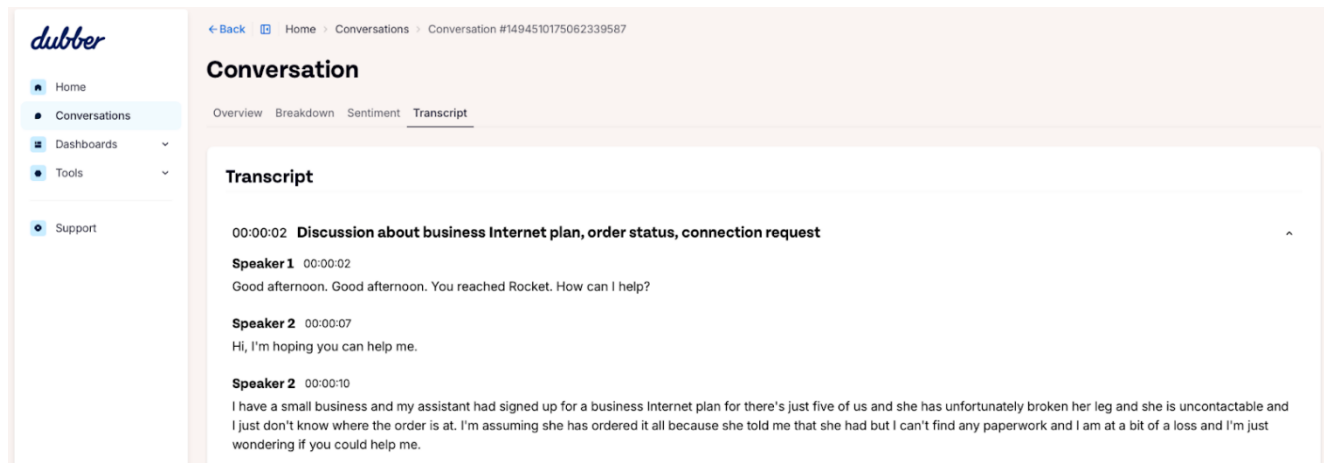




## Transcript

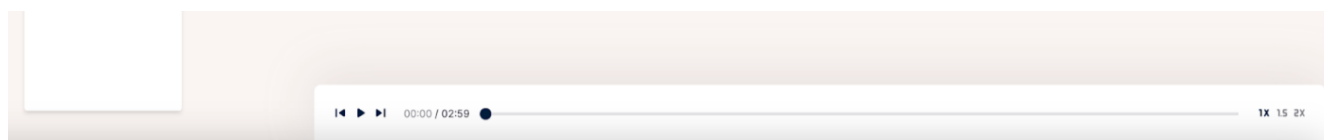
For those who wish to explore the conversation in more detail, the transcript is structured into chapters of manageable segments. Each chapter is tagged with a concise headline, enabling you to quickly understand the content of the conversation and navigate to the specific parts that are relevant to your needs.

You will also see each speaker turn to easily review either agent or customer side of the conversation.



## Playback Controls

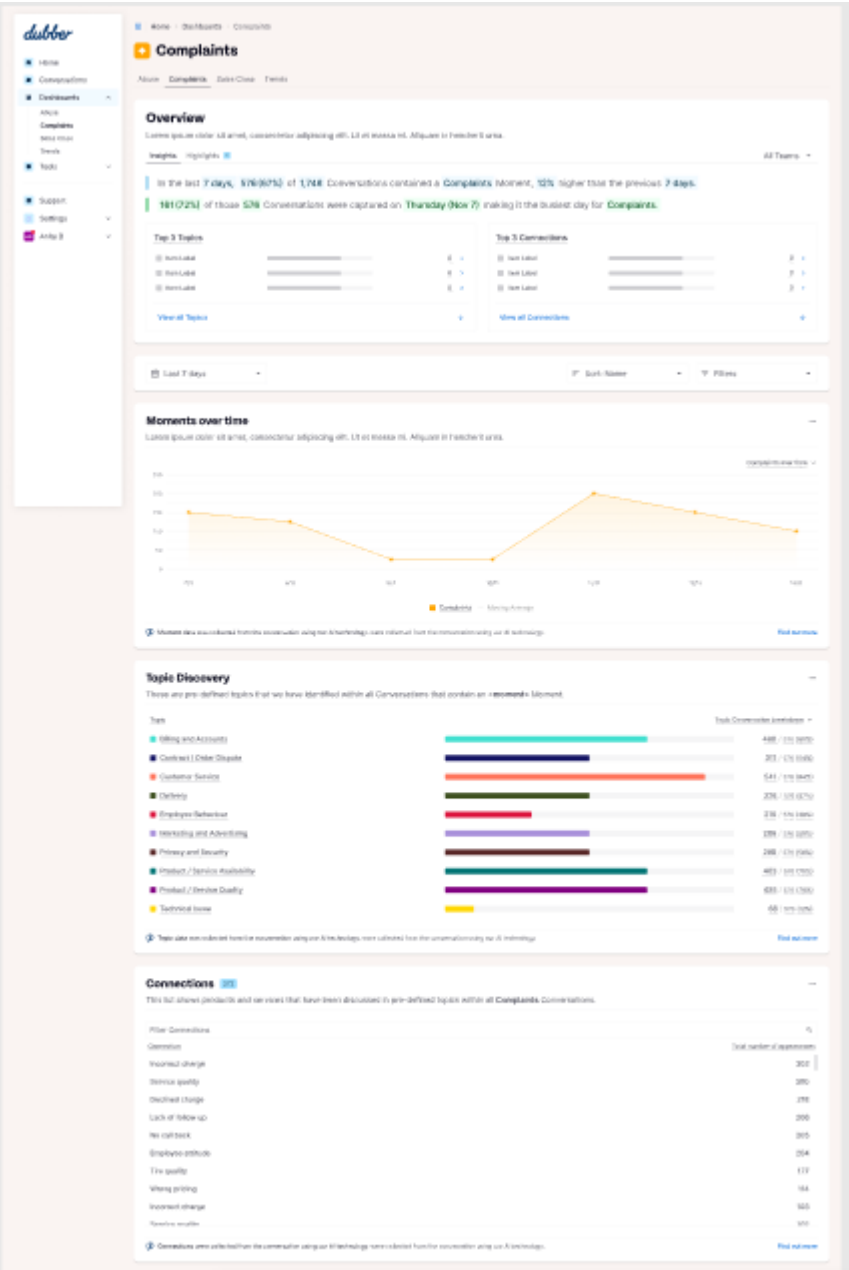
At the bottom of the Conversations Detail screen, you'll find the playback bar, which includes standard audio controls such as play, pause, skip, and a volume adjuster. This allows for easy listening and control of the conversation recording at your own pace.





# Dashboards

The dashboard offers a custom view based on the Moments activated for the account, showcasing a range of business insights related to specific interactions or detected insights from the communication data. The dashboard's intuitive design allows for easy navigation and provides an overview of key metrics and trends pertinent to the Moments, such as 'Complaints', 'Sales Close', or 'Customer Satisfaction'.



## Overview

The overview section of the dashboard presents a concise summary of key insights derived from your captured data for the past 7 days. The automated narrative provides a quick and understandable snapshot of trends and patterns within your data, allowing you to grasp the essence of your insights at a glance.



Home > Dashboards > Complaints

## Complaints

### Overview

Insights

There have been **258 complaints** over the past **7 days**, **122%** higher than average. The most detected complaint topic is **Product/Service Quality**, which continues to increase in volume compared to the previous **7 days**

### Dashboard Filter

Last 30 Days ▾ Topics ▾ Teams ▾ Users ▾
 [Show advanced ▾](#)
[Clear all](#)
[Apply](#)

Dubber Insights provides users with a suite of filtering tools designed to hone in on specific data within your communication logs. The following filters enable a precise analysis of your conversations:

- **Date Range:** Tailor all views to specific timeframes within the past year for targeted analysis. Available options include:
  - Today
  - Yesterday
  - Last 7 Days
  - Last 30 Days
  - Last 6 Months
  - Last 12 Months
- **Topics:** Focus on specific subjects by filtering conversations that pertain to particular topics under the selected 'Moment'.
- **Teams-Specific Insights:** Narrow down your search to Moments related to conversations by specific teams within your organisation.
- **User-Specific Insights:** Narrow down your search to Moments related to conversations by specific users within your organisation.
- **Media Type:** Isolate the data by the type of media used in the communication, ensuring you see only the Moments occurring within those mediums.

By applying these filters, you can efficiently deep dive to understand the vast array of interactions captured by Dubber Insights.

**Note:** Insights will only display data from unrestricted dub.points, and the user filter list will only include users linked to identified specific Moments.



## Data Visualisation Graphs

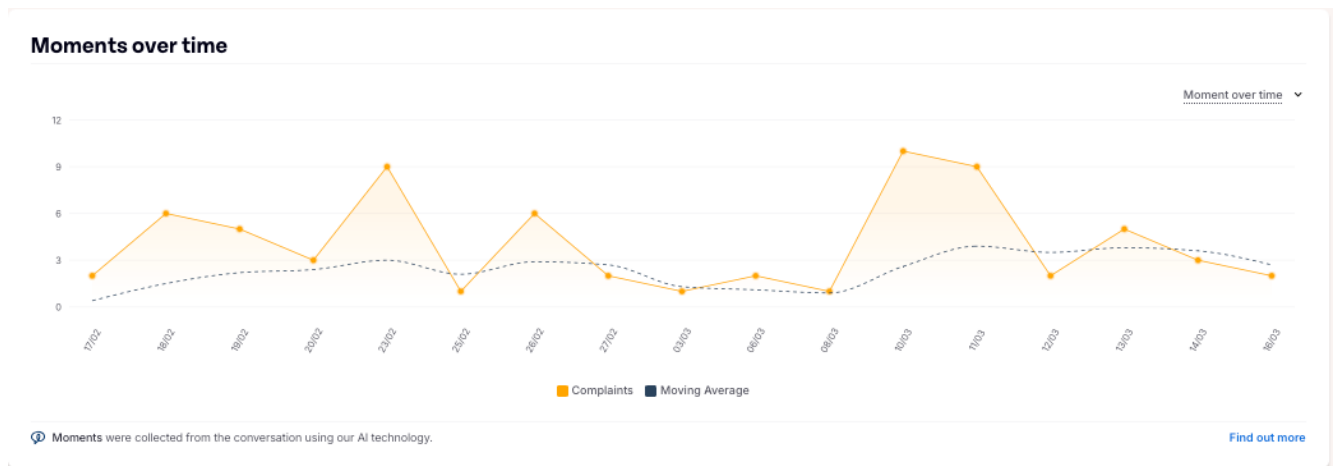
The Insights dashboards transforms your conversation data into visual narratives through five insightful graphs, each tailored to reflect different facets of your data within the selected Moment, such as 'Complaints' or 'Sales Close':

### Moments Overtime

Here there are two graph options available to help you visualise and understand the moments captured over time

1. The Moment over time with a rolling average (note that the moving average will only appear if the filter is set to 30 days or more)
2. The Moment Topics plotted over time

Clicking a point on the line graphs takes you to the conversation search page, filtered by the corresponding moment category or topics.



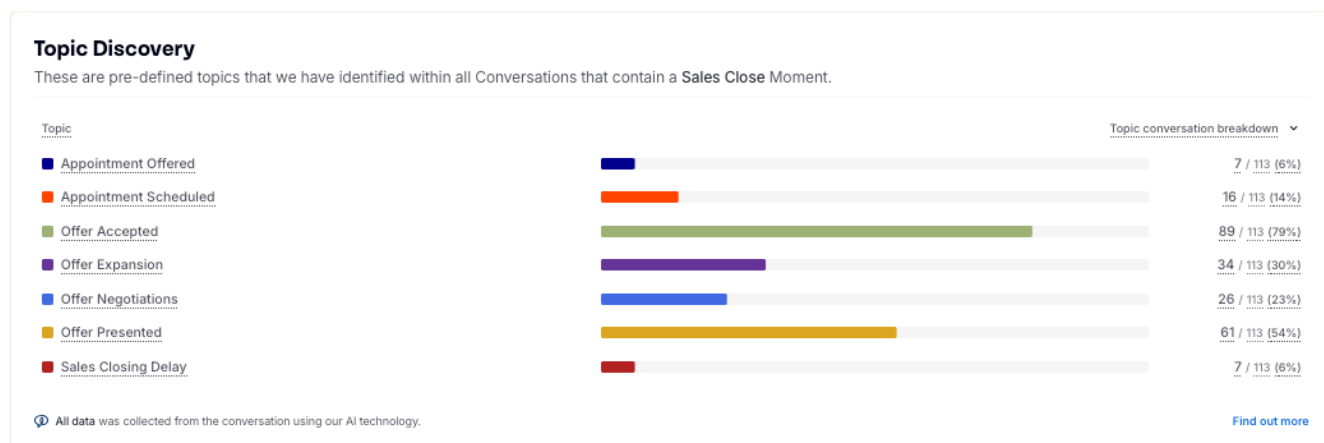


## Topics Discovery

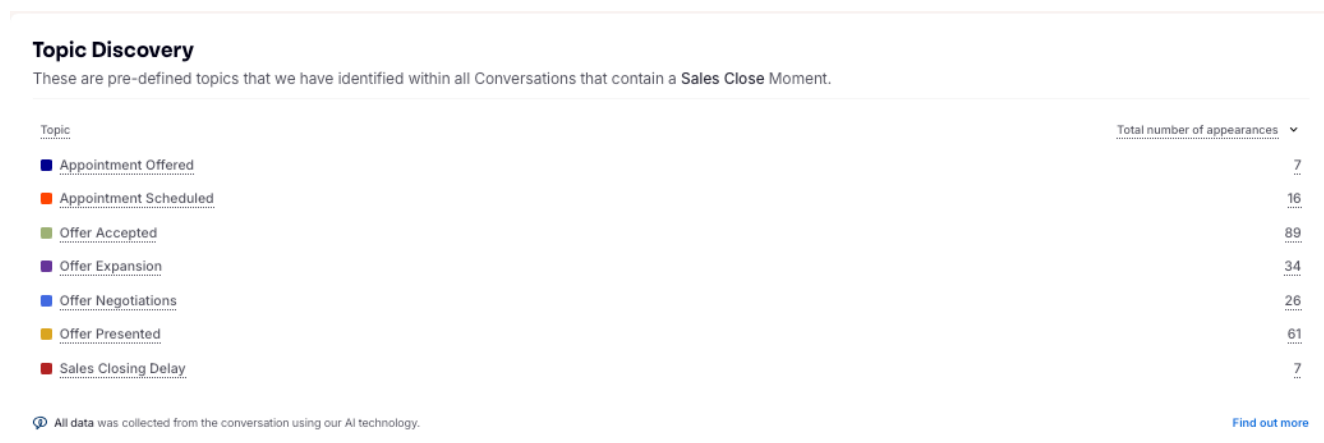
To help you understand the specifics, this graph breaks down the conversations into their detected topics, such as 'Customer Service' or 'Delivery', highlighting which areas are most talked about. Each bar is clickable through to the conversation screen, filtered by that topic.

The graphs view can be customized by the following 2 views:

- Topic conversation breakdown - Displays the percentage of conversations where the filtered topic appears



- Total number of appearances - Displays the total number of appearances of each topic

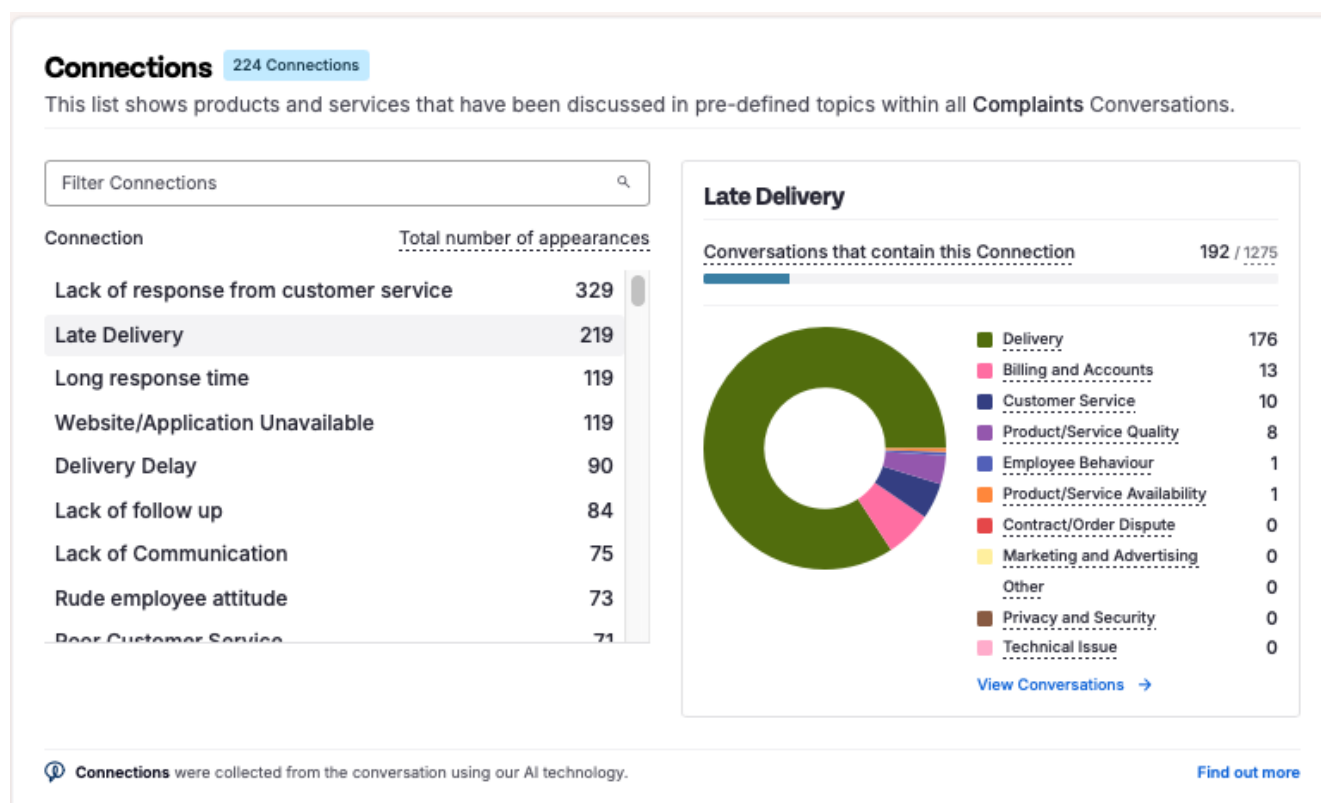




## Connections

Connections automatically identifies product names, services and brands in conversations, highlighting their frequency and associated topics. Connections allows users to dive deeper into the topics by intelligently linking relevant data points. Unlike simple keyword matching, our connections feature uses advanced algorithms to provide more meaningful insights. – refer to below examples from a complaint's moments.

By clicking on an individual connection, the connection appearance topic breakdown will be displayed.



For example, the data above shows that 'Late Delivery' had 192 conversations with these connections and then displays the topics associated with late delivery when a relevant moment was detected.



## Team's View in Insights

The Team's view is introduced to Insights dashboards for moments data.

Users will be able to see the insights breakdown at a team level for the teams conversations they have been provided access to. It will show the moment counts on each team for easy comparison.

Teams	
Teams	Total number of moments
Miami	153
Los Angeles	202
Houston	191
Chicago	234
New York	258

All data was collected from the conversation using our AI technology.

[Find out more](#)

For users accessing Insights as Standard User with the Team manager permission, these users will only be able to see the teams data that they have access to (i.e those teams that they are assigned as team manager in Account settings). For Admin users, they can still access all data.

Users can access the specified recordings via clicking through on the graphs the same way as from other graphs.

Note that in future platform releases, this view will be enabled as a chart visualisation specific teams' insights data can be filtered out to zoom in for specifics.

Last 7 Days

Topics

Teams

Users

Show advanced

Clear all

Apply

Insights Team

Team 2

My qa team

Moments over time

## User View

The final view goes down to the individual level. This can be especially useful for performance analysis, work allocation and identifying training needs.

By navigating through these graphs, stakeholders can gain a comprehensive understanding of the trends, topics, teams, and individual activities that drive the narrative of customer or client engagements. Each visual provides a unique perspective, allowing for a multi-dimensional analysis of communication patterns and areas that may require action.

## Connecting with Conversations

The insights gleaned from these graphs can be further explored in the 'Conversations' page. Clicking on a segment within the graphs directly leads users to a list of relevant conversations on the 'Conversations' page, where the detailed context and sentiment of each interaction can be reviewed.



## Moments

At Dubber, we leverage the power of AI to identify and understand key Moments within conversations. But we don't stop at mere data extraction. Our advanced AI algorithms dive deep into the fabric of your conversations, uncovering hidden insights that traditional methods simply can't capture.

Moments analyses the context of entire conversations, allowing you to connect and correlate Moments across all interactions. We design Moments aligned with specific themes, and through these themes deliver comprehensive solutions that appeal to broad areas of a business.

## Complaints

Complaints is the first Dubber Moment launched to the market via our Insights product. It uses AI to identify complaints across the conversations, categorise them into different topics and interpret them within the context of the conversation.

### How is "Complaint" defined?

A Complaint is defined as "an expected level of service not delivered" in Dubber Insights. We use cutting-edge AI to identify the complaints within a conversation, categorise the complaint topics and provide the content of the complaints.

For example, when a client calls Customer Support stating the certain product ordered has not been delivered within the delivery window. Without mentioning the word "Complaint", we will pick it up with AI and categorise it as a complaint within the "Delivery" category. The user will then be able to see the exact complaint content as part of the product experience.

### What are the Complaint Topics?

We use Natural Language Processing AI technology to categorise detected complaints into meaningful topics to provide more insightful context. The topics you will find are:

**Customer Service:** complaints about the quality of customer service included in this topic. Common complaints include a customer experiencing long response times for requests, issues that are not resolved in a timely manner and a lack of follow ups/updates from the support team. The lack of access to customer service and communication issues are included in this topic as well.

**Billing and Accounts:** the common billing problems are categorised in this topic such as hidden fees, incorrect charges and accounts issues etc.

**Product/Service Quality:** any problem about the product or service quality will be reported here, such as defects, malfunctions, expired product and issues with service connection.

**Product/Service Availability:** issues such as product being out of stock and service unavailability will be included under this topic.

**Delivery:** problems about delivery are categorised under this topic. Complaints about delayed delivery, partial delivery/lost goods or damaged goods are listed here. For service providers, staff not showing up to deliver the service is included in this topic.

**Contract/Order Dispute:** disputes about contracts or orders are categorised under this topic. It covers breach of contract, incorrect order, missing order etc.

**Privacy and Security:** any complaints about privacy and security (incl. data, cyber, physical safety) are listed under this topic.





**Marketing and Advertising:** when a customer calls for issues with false advertisement, misleading information and even fraud, the complaint will be included in this topic.

**Employee Behaviour:** customer's issues with employee's attitude

**Technical Issue:** technology related issues are categorised in this topic such as non-functional website/application and difficulty to access support information.

**Other:** complaints do not fit the topics mentioned above.



## Customer Satisfaction

Customer Satisfaction is the newest moment using the Voice of Customer. It uses Dubber's cutting edge AI to categorise calls that customers have shown appreciation towards positive interactions.

### How is Customer Satisfaction defined?

Customer Satisfaction is defined as "A positive customer interaction that leads to gratitude or positive reinforcement". We use award winning trained AI models to identify conversations about positive customer interactions and then categorise them into insightful topics.

For instance, when a customer mentioned in a call about a really positive experience in the store that a staff member went above and beyond to help them locate the right product for their needs. The system will detect this moment under Customer Service topic.

### What are the Customer Satisfaction Topics?

We use Natural Language Processing AI technology to categorise detected Customer Satisfaction moments into the following topics:

**Digital Experience:** when a customer shows satisfaction about a digital experience (E.g website, apps).

**Product:** when a customer shows positive experience about the product the business supplied (E.g product quality, product experience).

**Service:** when a customer shows appreciation about the service offered by the business. This could be for service quality, availability and experience etc.

**Pricing:** when a customer mentions a positive experience around the pricing of the product or service. It could be about price plans, discounts and pricing related policies.

**Billing and Accounts:** when a customer mentions a satisfactory experience with the billing and accounts process. This can be invoicing, refund and issuing credit etc.

**Purchase and Order:** when a customer talks about positive experiences for the purchase and order process. The discussion can be the ease of purchase/order process and contract negotiations etc.

**Delivery:** when a customer shares a positive experience with the delivery process.

**Customer Service:** when a customer mentions satisfactory customer service from the business. This can be a positive comment on issue resolution, agent behaviour and knowledge etc.



## Sales Close

"Sales Close" is a Moment of Dubber Insights, which uses artificial intelligence to identify and categorise key moments in sales conversations. "Sales Close" is designed to pinpoint when sales engagements occur and classify them into predefined topics that facilitate the closure of a sale.

"Sales Close" is crafted to provide a consistent and intuitive user experience within Dubber Insights. No matter which Moment you are interacting with, you will encounter a familiar UX pattern and UI layout. This design philosophy ensures that whether you are navigating "Sales Close" or any other Moment activated for your account, the process is streamlined and user-friendly, allowing for a seamless transition between different Moments and a coherent overall experience.

### Navigating "Sales Close"

With "Sales Close" active, your conversations will undergo analysis by our leading-edge conversation intelligence system. It searches for defined topics that are integral to the sales process:

**Offer Presented:** When detailed information about the product or service is given to the buyer.

**Offer Accepted:** When the buyer agrees to the seller's proposal.

**Appointment Offered:** When the seller suggests a meeting or service appointment to the buyer.

**Appointment Scheduled:** When both seller and buyer agree on a time for the service appointment.

**Offer Negotiation:** When the seller and buyer discuss the offer's specifics, including price and conditions.

**Offer Expansion:** When the seller proposes additional products, services, or features.

**Sales Close Delay:** When confirmation of the sale or appointment is postponed.

### Understanding "Sales Close" Through Examples

To gain a practical understanding of how "Sales Close" functions, consider these scenarios from the residential real estate sector:

**Offer Presented:** A prospective buyer expresses interest in a property listing, and the real estate agent provides detailed information about the home, including its price, features, and any included warranties or services.

**Appointment Offered:** When a potential buyer wants to view a property, the agent schedules a viewing, proposing a date and time that suits the buyer's availability.

**Offer Negotiation:** If a buyer believes the asking price is too steep, they may engage in negotiation. The agent can take this opportunity to review the price or highlight unique aspects of the property, such as location, amenities, or future value.

**Offer Expansion:** During discussions, if the buyer shows interest in additional services like home staging or a home warranty, the agent can offer these as part of a comprehensive package deal.

**Sales Close Delay:** Once a buyer decides to make an offer on a property, the agent may need to verify financing options or discuss with the sellers before finalising the sale, thus scheduling a follow-up meeting to complete the transaction.



### Maximising the Use of "Sales Close"

By analysing these "Sales Close" moments, you can gain insights into the effectiveness of your sales strategies and identify areas for improvement. Here's how you can use these insights:

**Review "Sales Close" Instances:** Regularly check the Insights dashboard to see how often each topic occurs in your sales conversations.

**Analyse Conversations:** Use the data to understand the context around each "Sales Close" moment. For instance, what leads to a successful offer acceptance, or what typically causes delays in sales closure?

**Refine Sales Approach:** Based on the analysis, adjust your sales scripts, offers, or negotiation strategies to better align with customer expectations and increase the success rate.



## Need some help?

Contact us at 855.22FIBER  
e-mail: [prosales@corp.ptd.net](mailto:prosales@corp.ptd.net)

[www.penteledata.net/callrecord](http://www.penteledata.net/callrecord)