



Your top agents know something worth \$1M+

The Problem Everyone's Ignoring

Your contact center generates millions of data points daily. You're measuring speed, volume, and compliance, but missing the conversational patterns that actually drive revenue, retention, and customer loyalty.

Traditional metrics tell you what happened. They can't tell you why it matters or what to do about it.

The Spearfish Difference: Signals

Signals analyze the content of every interaction and turn the conversational patterns, behaviors, and events unique to your business into measurable KPIs.

Traditional analytics measure compliance. Signals measure what actually works.

What Makes Signals Different:

 **NO CODE / NO CONFIGURATION** Signals are identified and created by end users conversationally

 **COMPLETELY CUSTOMIZABLE** Track universal patterns like empathy and resolution confidence, or identify what's unique to your business: competitor mentions, product confusion, retention signals.

 **INSTANT HISTORICAL ANALYSIS** Apply Signals to past conversations immediately, then measure them going forward. See patterns that have been missed for years.

 **MEASURED LIKE ANY KPI** Signals become trackable metrics: trend them, benchmark them, tie them to business outcomes just like traditional KPIs... but actionable.



Meet The Disruptors

**Ray Bohac
& Matt Madzia**

*Veteran Contact Center
Tech Founders*

Founders of CallCopy
(now NICE Uptivity)
and MotionCX

Pioneers in VoIP and
Speech Analytics
technologies

Owned/Operated
multiple BPO companies

CX and IT Consultants
to multiple Fortune
500 companies

Immediate Impact

BEFORE SPEARFISH:

- Measuring activity, not outcomes
- Best practices trapped in top performers' heads
- "Good" scores masking underlying problems
- Months to identify what's working

AFTER SPEARFISH:

- Every conversation analyzed for business value
- Winning behaviors identified and scaled instantly
- Problems surfaced before they become trends
- Real-time insights that drive action today

INSTEAD OF:

Average Handle Time

First Call Resolution

Transfer Rate

Quality Score (*checklist compliance*)

YOU GET:

Resolution Efficiency, whether time was well-spent or wasted

True Resolution Confidence identifying which customers actually left with issues solved

Avoidable Transfer Detection which may indicate training gaps vs. appropriate routing

Outcome-Aligned Behaviors of what your best agents do that actually drives results

Why Now?

The biggest disruption in customer service history is happening. While competitors automate broken processes and wait for AI to "learn," you can design AI-first operations built on what actually works... extracted from your own conversations, available from day one.

The Bottom Line

Your contact center isn't a cost center. It's a gold mine of intelligence about what drives customer behavior. You've just been measuring the wrong things!

Signals change that.

Stop optimizing for compliance. Start optimizing for what actually drives your business.

Ready to turn conversations into competitive advantage?

Transform your contact center from a cost drain to cash cow!

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