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Now glean better insights on

human intent & behavior in virtual

meetings,

with the power of full-stack emotion ai!

Speech transcription

Facial coding

Audio tonality

Eye tracking

Survey
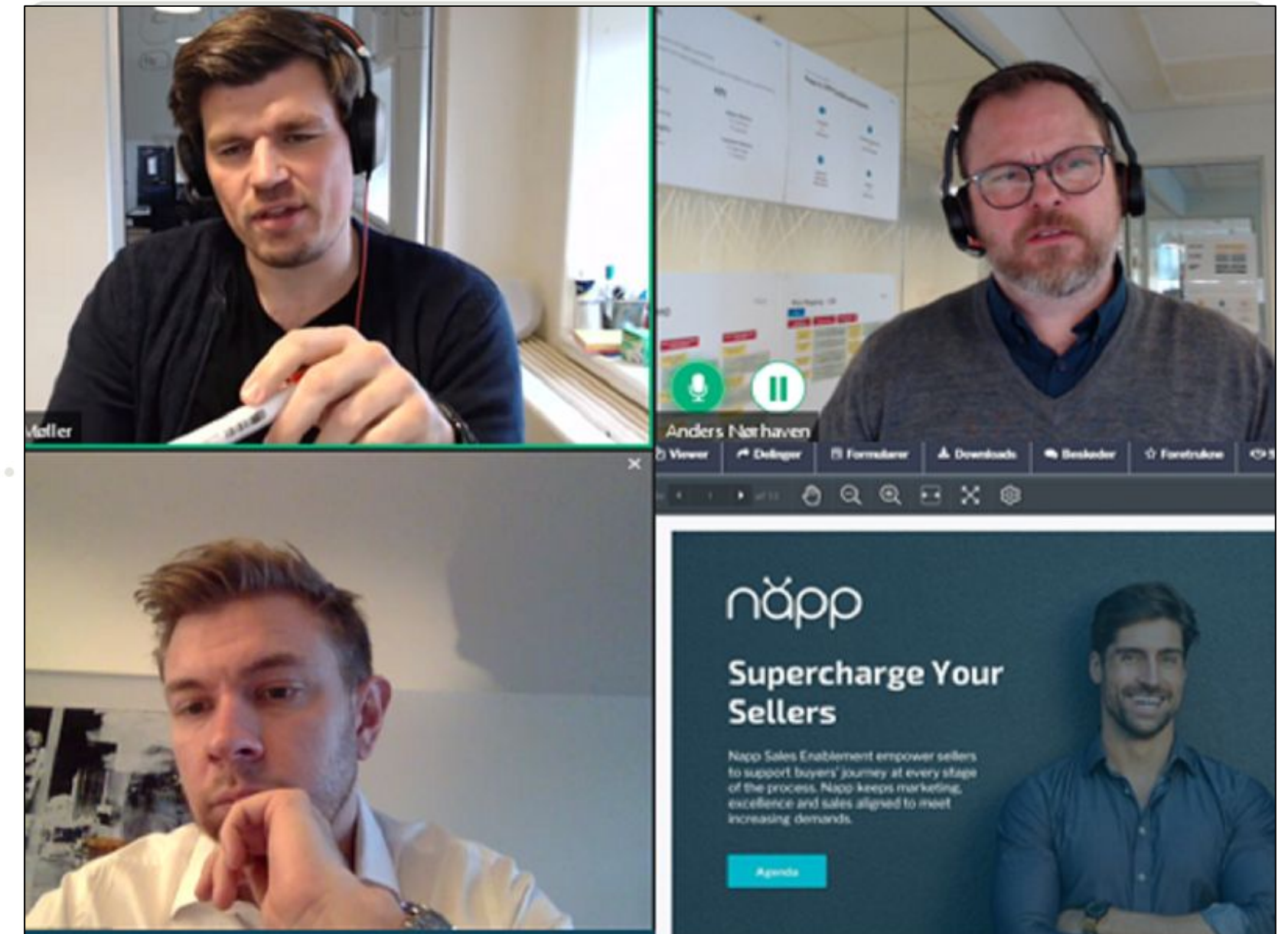
Text sentiments

Presenting Virtual Meetings Pro^{BETA}

Emotion Ai SAAS for Sales Enablement

A **video-first** emotionally intelligent Virtual Assistant for B2B Sales teams, that reduces admin tasks & enables sales teams to understand intent & behavior using emotion & engagement cues!

Augmented Intelligence to sell smarter!

The key challenge in Remote Sales…

Is to **'read the virtual room'** and understand intent & behavior, to more accurately predict sales outcomes!
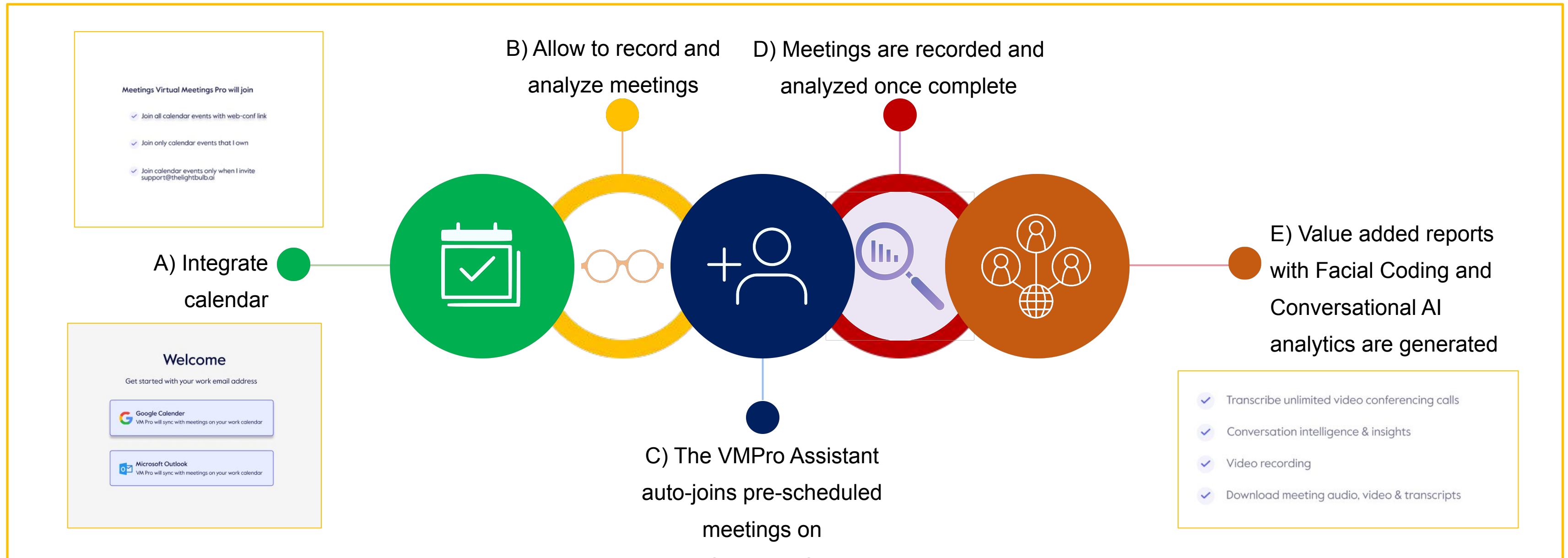
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Sales Reps

❌ Heavy load of Admin tasks

❌ Scanty feedback / coaching

❌ Struggle to 'read-the-room'

❌ Guesswork on deal-closure probability

Sales Leaders

Customer Success

❌ Struggle to share customer-speak

❌ Heavy load of admin tasks

❌ Unable to quantify account health

Sales Operations

❌ Monitor large teams

❌ Get speculative sales estimations

❌ Unable to quantify training needs

Better emotional intelligence can…

Help your sales teams to **recognize & analyse human intent & behavior** to achieve better sales outcomes!

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✅ Reduce time spent on admin tasks

✅ Enable data-led self-coaching

✅ Provide insights for deal estimation

Sales Reps

Sales Leaders

Customer Success

Sales Operations

✅ Sharing voice-of customer-voice

✅ Data-driven account health

✅ Reduce time spent on admin tasks

✅ Instant access to deal information

✅ Engagement-led sales estimations

✅ Data-led training-gap identification

How VM Pro works?

One-click integration! **No behavior change** across large, geographically dispersed, remote sales teams

Meetings Virtual Meetings Pro will join
- ✓ Join all calendar events with web-conf link
- ✓ Join only calendar events that I own
- ✓ Join calendar events only when I invite support@thelightbulb.ai

B) Allow to record and analyze meetings

D) Meetings are recorded and analyzed once complete

A) Integrate calendar

Welcome

Get started with your work email address

G Google Calendar
VM Pro will sync with meetings on your work calendar

O Microsoft Outlook
VM Pro will sync with meetings on your work calendar

E) Value added reports with Facial Coding and Conversational AI analytics are generated

- ✓ Transcribe unlimited video conferencing calls
- ✓ Conversation intelligence & insights
- ✓ Video recording
- ✓ Download meeting audio, video & transcripts

C) The VMPro Assistant auto-joins pre-scheduled meetings on
Zoom, Gmeet, MS Teams

Powered by cutting-edge Emotion Ai technologies:

Facial Coding   **Transcription**   **Text sentiment**   **Audio tonality***

Key features for Users

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For **Sales Reps & Customer Success Reps** for their online meetings with prospects, customers & stakeholders

1

Smart Virtual Assistant
- Auto-attends all meetings. Option to upload historical meetings
- Compatible with Zoom, Gmeet & MS Teams
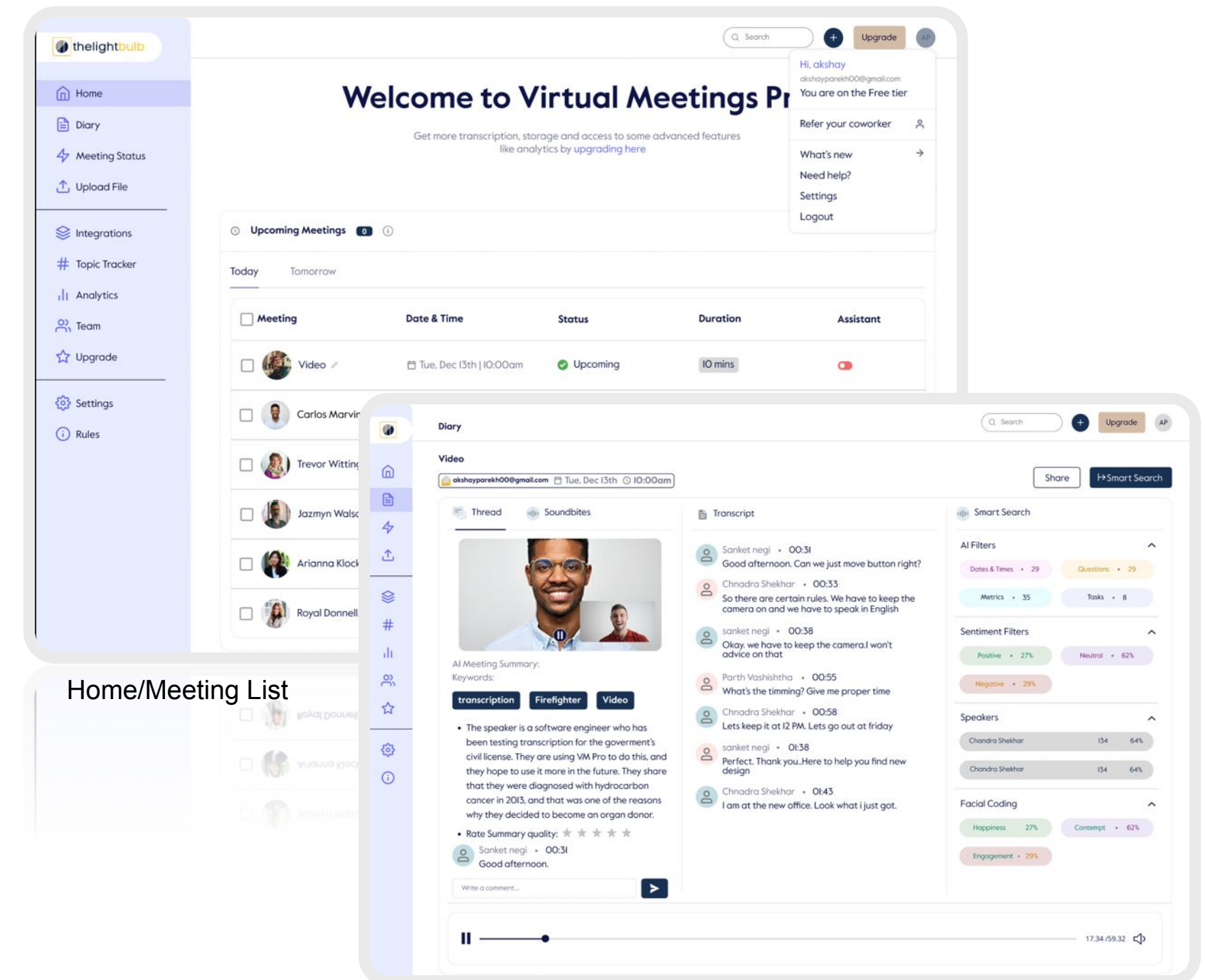- One-click integration with Outlook & Gmail calendars

2

Live Emotion & Engagement Alerts*
- Live alerts to organizer on emotion & engagement levels of participants. Customizable as per organization protocols
- Emotion & engagement cues to see what works & doesn't

3

Auto-records/transcribes meetings & provides Insights
- Records & transcribes all meetings (English only)
- Analyses customer sentiment & provides emotion insights
- Conversational metrics include Talk-listen ratio, Talking speed, Filler words, Longest spiel (monologue), Patience levels, Engaging questions, Next steps set-up, Number of conversations per deal, Duration of conversations per deal, Competitor mentions, Topic & Feature mentions, etc

Home/Meeting List

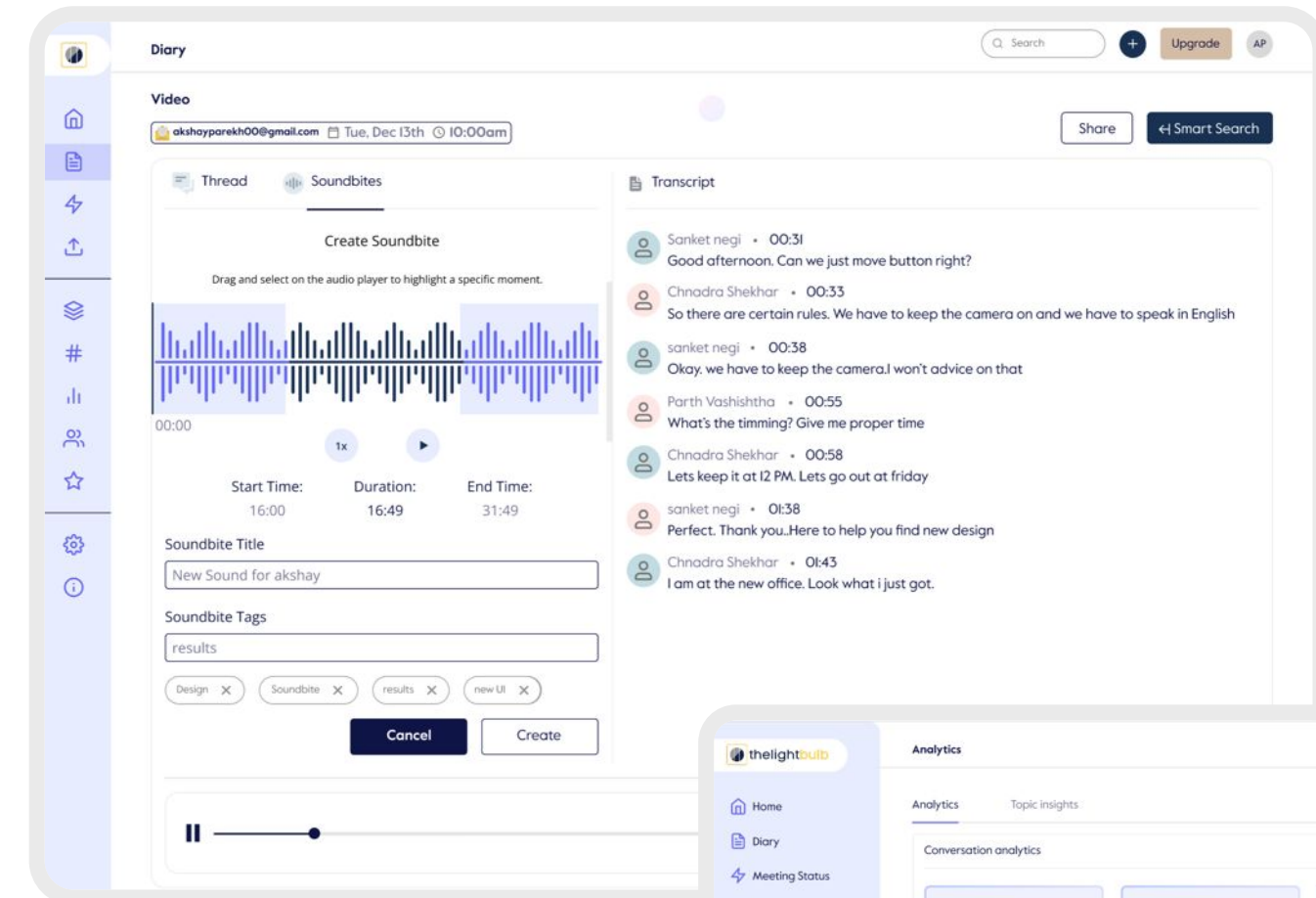Meeting Recording/Transcription & Smart Filters
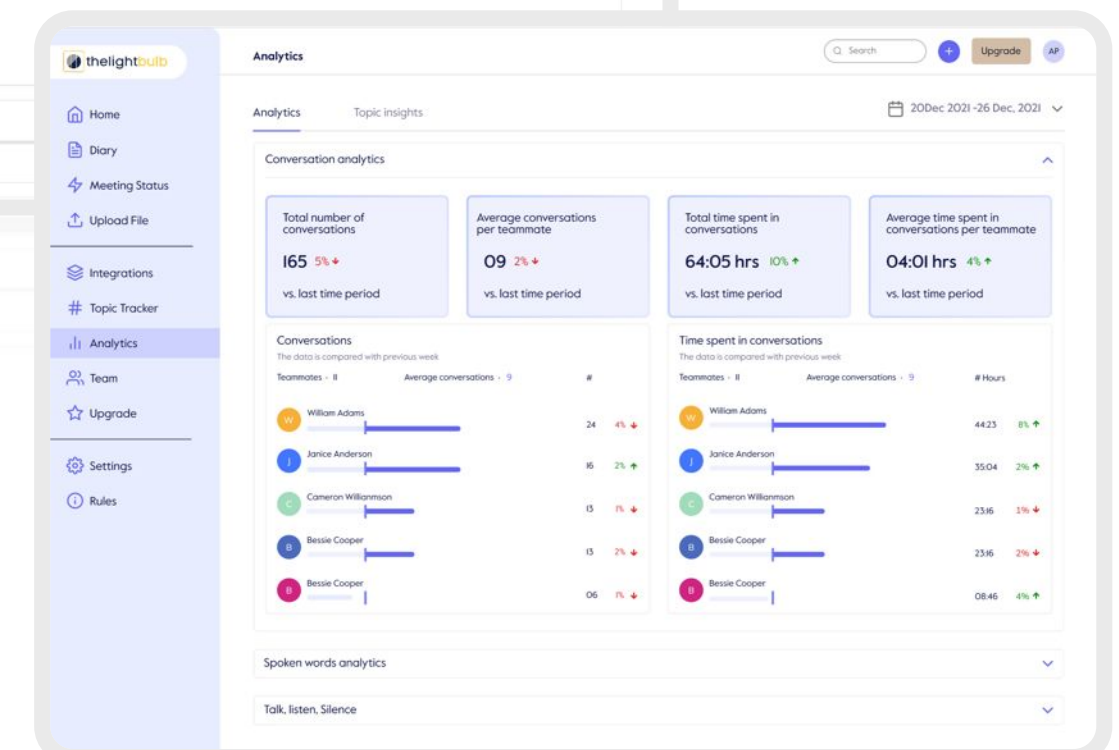
Coming Soon*

Key features for Users (cont'd)

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4

View & Share Soundbites

- Highlight specific portions & share soundbites for product-feedback, voice of customer sharing or ask for help
- Download Audio / Video files for training

Soundbites Selection

Meeting & Sales Rep-Level Analytics

Key features for Ops & Leadership

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1 **Provide data-driven feedback & Coaching**
- View call recordings & skim through transcripts
- Highlight select portions and provide comments
- Assess individual sales reps consistently in a data-driven manner with no biases

2 **Provide Intervention for Deals-in-Distress**
- Get pointed to 'negative sections' for intervention
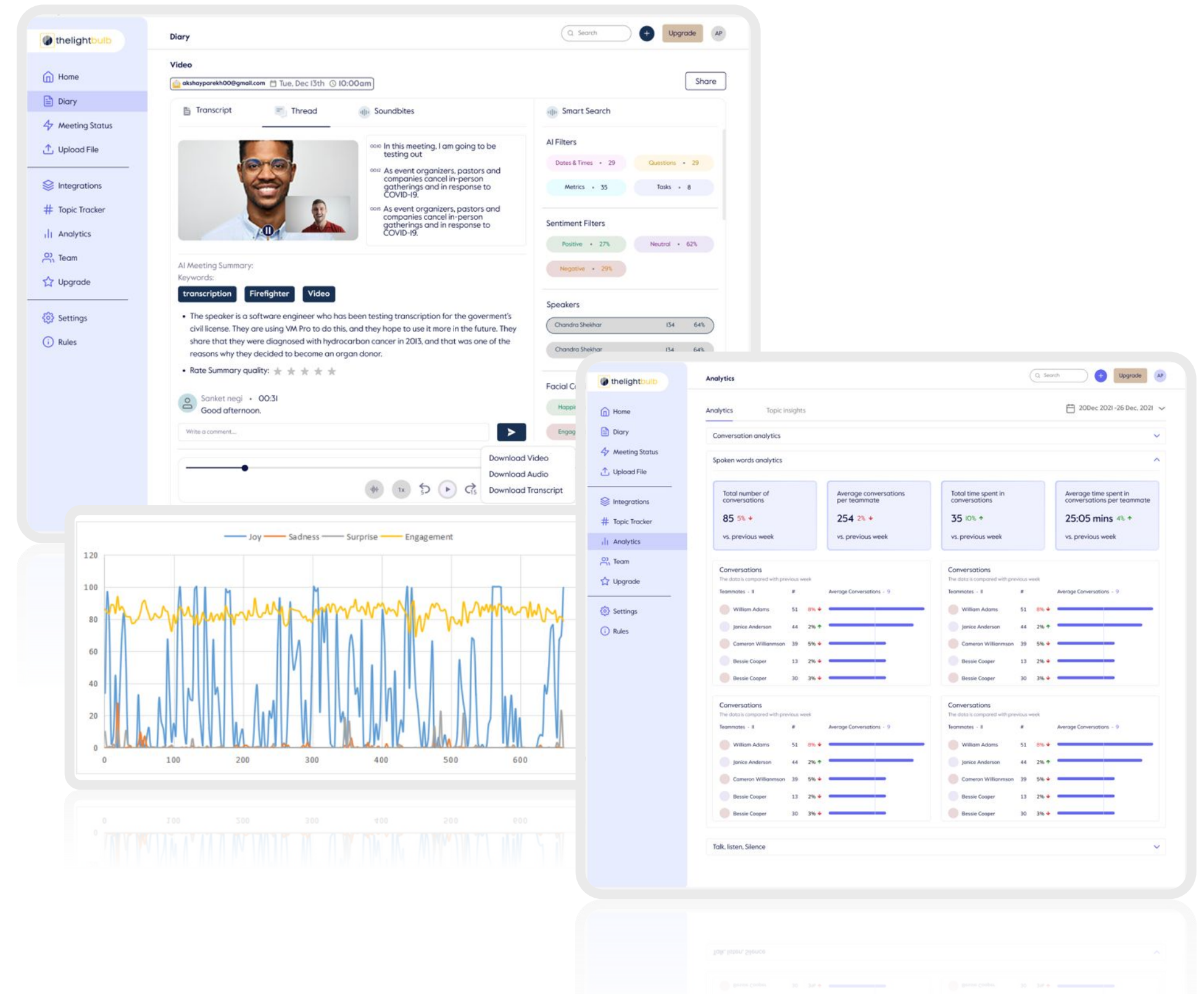- Share best practices from other team members for objection & FAQ handling

3 **Analyze Practice Pitches**
- Assess a Rep's potential to engage & highlight learnings
- Assist Reps to be more emotive & persuasive
- Assess & score pitch/script standardization

4 **Ensure seamless transition & Knowledge Transfer**
- Handover all account-related meetings/recordings to new team members for gapless handovers
- Retain / reassign specific accounts in case of mishandling

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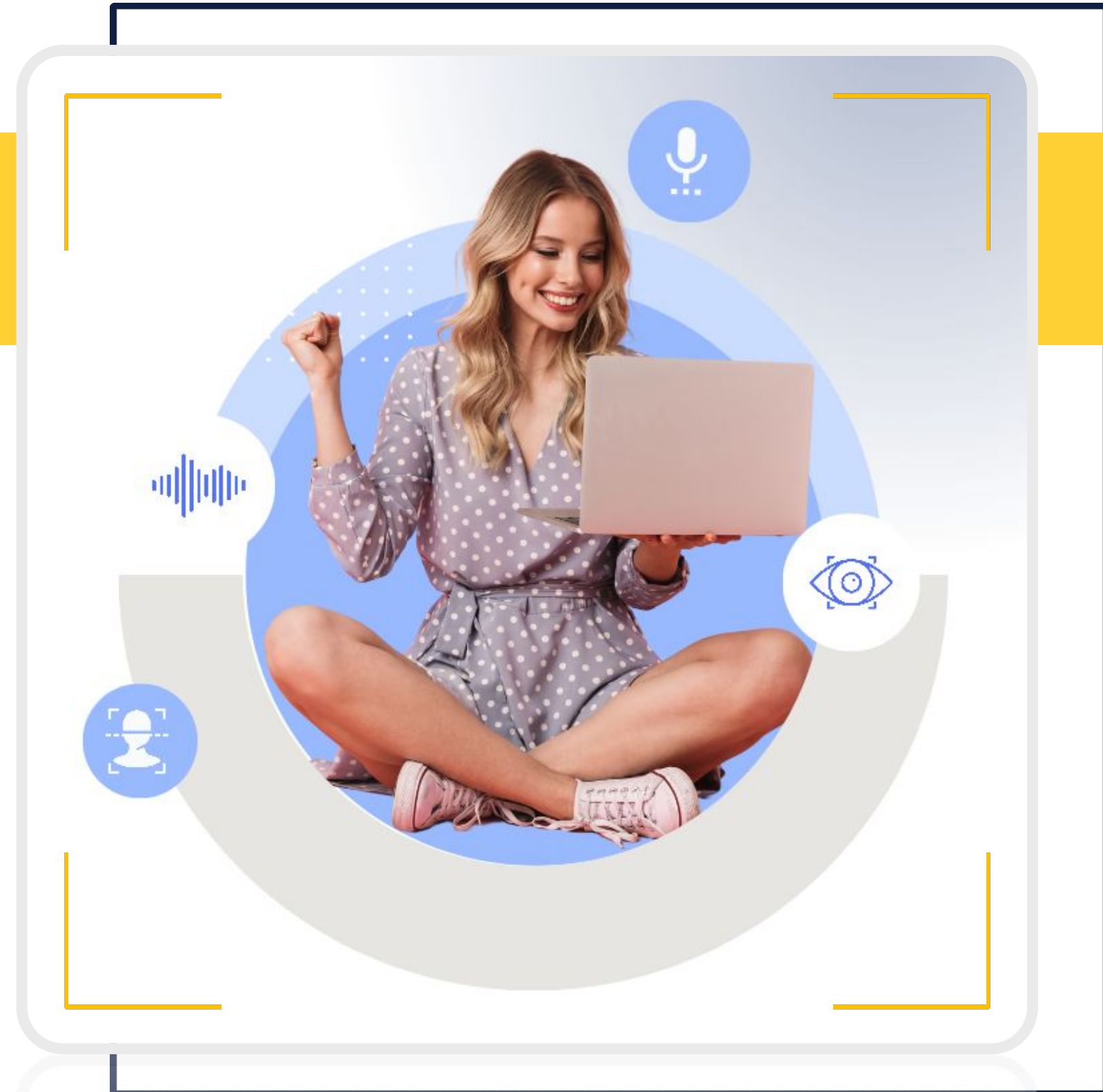# Request a Demo

Write to us on Sales@thelightbulb.ai OR request a Demo at https://thelightbulb.ai/products/vm-pro/sales-enablement/

Your Data is safe with us!

AICPA SOC 2 — Formerly SAS 70 Reports

GDPR

ISO 27001

ISO 27017

ISO 27701

About our technology

Full-stack Emotion Ai SAAS Platform

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Mumbai | Delhi | Bangalore | Delaware

Mannatron Tech Pvt. Ltd | Est 2021

www.thelightbulb.ai

Platform

Powered by a **full-stack Emotion Ai** platform that uses visual & conversational ai to provide real-time insights

4 Patents*
*Including all patents granted, novelty established & in application process.**Coming soon

Full-stack inputs

VISUAL > Live camera feeds, videos, images, screenshots

SPEECH > Live audio, conversation transcripts, chat streams, etc

AUDIO** > Audio pitch, pace, speed & intonation

Emotion ai output

FACIAL CODING > Face detection, matching, multi-screen tracking

EMOTION > Recognition & mapping to content/ux

ENGAGEMENT > Involvement, distraction, intensity

SENTIMENT > Positive, negative, intent

MEANING > Keywords, context, action items

PRODUCTS > SDKs, APIs, Stand-alone app. Custom data-models

Trusted by: Nielsen | Quantum | MERRILL RESEARCH — Experience you can count on | HARAPPA | TIMESPRO | edumoción | SKOOC

Technology

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Unique combination of **visual & conversational ai technologies** to power the future of sales enablement

13 mn+ faces scanned	4 Patents*	Key functionalities

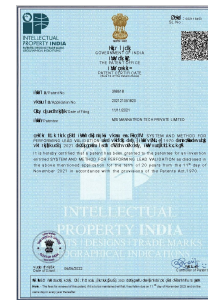## 13 mn+ faces scanned

US & Europe

South Asia / India
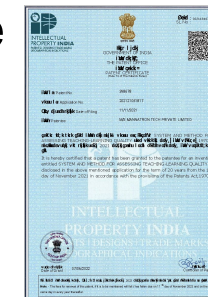
Africa

North Asia

Latin America

57% Male : 43% Female

4 Patents*

Assessing Teacher training quality
Date of Grant: 6th June

Assessing Lead Quality
Date of Grant: 7th June

3 Market Research
Granted

4 Soft Skill Training
Patent in process

Key functionalities

Face detection & matching

Emotion recognition

Engagement mapping

Eye & gaze tracking

Multi-language speech transcription

Speech sentiment measurement

Delivered via SDK, APIs &

stand-alone app

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Thank you

Compliance Certifications

AICPA SOC 2 (Formerly SAS 70 Reports)

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