

How to turn financial conversations into institutional knowledge

A guide for financial teams
looking to understand how to
capture, organize, and share
insights from every conversation

In finance, as well as life, talk that isn't recorded, transcribed, summarized, mined for valuable insights, and organized, is talk that is cheap. If you want your conversations with customers, other businesses, and colleagues to truly work for you, Otter.ai has the key to turning every meeting into scalable knowledge transfer.

In this guide, we'll talk about:

- How communication stakes have changed for financial organizations
- How to use Otter to capture maximum value from every financial conversation

A new era for financial communication

The transition to cloud technologies and AI has radically changed how organizations handle interactions. But with change, comes opportunity.

First, let's take a look at how we got here and what we think the future holds.

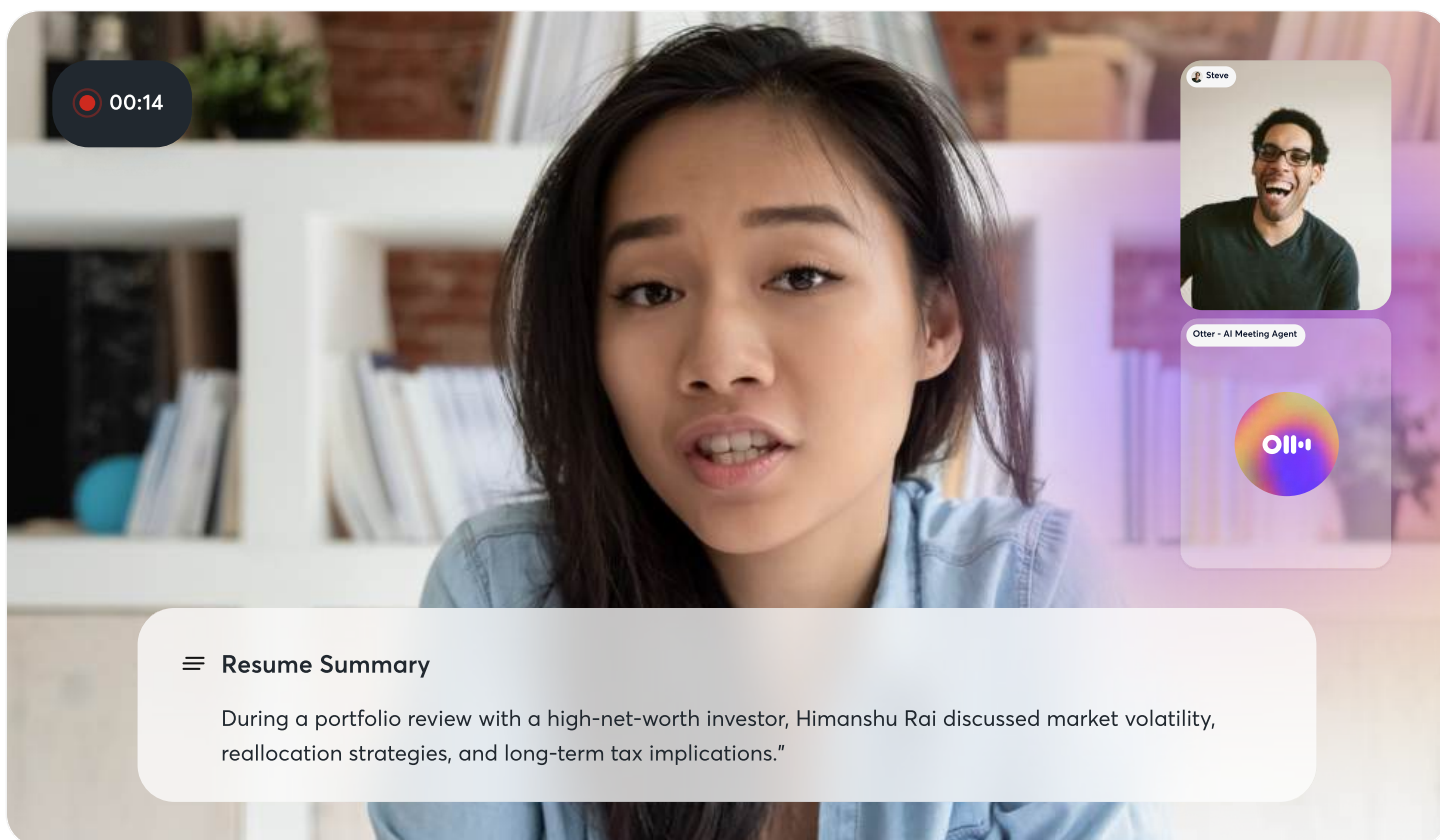


Remote, re-imagined

Video conferencing, remote work environments, and digital alternatives to in-person meetings existed before 2020. Even though some businesses were using Zoom, Google Meet, and Microsoft Teams long before the COVID-19 pandemic, remote businesses found themselves scrambling to make video meetings work effectively.

But they adapted, and many even discovered the surprising and very real benefits of video meetings:

- Eliminated the need for most travel
- Expanded hybrid and at-home work options while widening the talent pool to include non-local candidates
- Added efficiency in scheduling, resourcing, and workday management

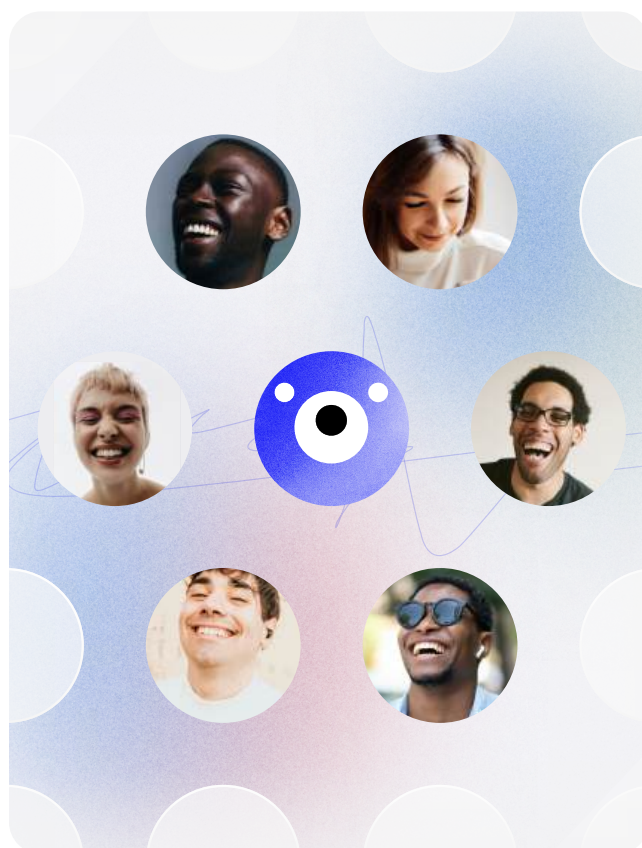


Stakes, also reimagined

Unfortunately, the trade-off for better efficiency and cost-effectiveness with video calls is the potential for misunderstanding. Financial conversations require precision and clarity, and minor misheard statements can lead to major consequences when decisions are made.

Ensuring calls and virtual meetings are documented in real-time helps to minimize risk. This requires:

- Accurate, intelligent transcription and note-taking that identifies speakers, records comments, and time-stamps meeting events (e.g., someone joins or drops off, a file is shared, and so on)
- Recognition of key discussions and takeaways as they happen during call
- Summaries of transcripts that can be referenced and applied to future calls



We started with a simple goal: make sure nothing gets lost in meetings.

But, the value of advanced transcription goes beyond just getting the words right.

Voice is now institutional knowledge

We learned organizations that pair transcription software with their video conferencing solutions begin discovering an exciting and unexpected benefit of their meetings: legitimate insights beyond the conversation itself. The concept of “voice as data” recognizes that every meeting and every interaction builds value for the present and the future.

In this voice-as-data approach, meetings are no longer temporary necessities. Instead, they become long-term assets. Think about this: how often have you discussed a certain project with your team with no movement? Were action items overlooked or not followed up on? What are the potential blockers, and when were these blockers first raised? Video calls become a crucial database in the same way spreadsheets and quarterly reports are.

Institutional knowledge as a strategic advantage

Advanced meeting transcription and collaboration tools take voice as data to another level. Besides providing immediate insights to organizations, meeting content can deliver real institutional knowledge that informs long-term strategy, crucial for the success of financial organizations.

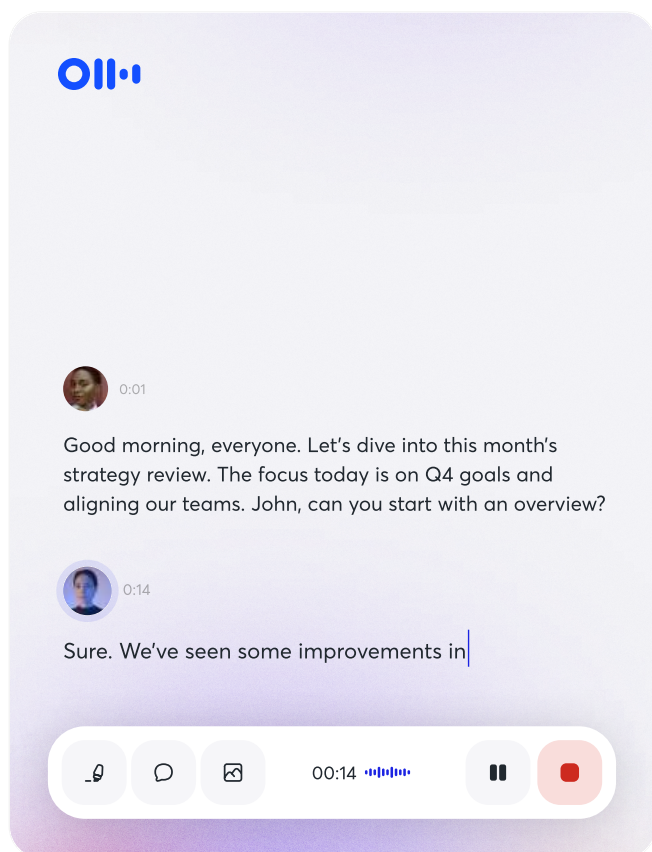
Consider this example: Acme Corp.’s borrowing team is not selling as many loans to its retail customers, who are taking their business elsewhere. Team leaders can examine transcripts of calls the team has made with successful and unsuccessful deals and then identify commonalities. They can look at customer objections and see exactly how the team responded to these objections. Then, they can devise a plan on how to improve communication to boost sales.

The benefits of better communication

You've likely heard the saying, "Work smarter, not harder." Financial conversations like negotiations, strategy sessions, customer service, or simply weekly meetings, leave no room for error and working harder is definitely not the answer. Finance experts and other highly skilled professionals spend roughly 21% of their time writing emails. Your experts are already working hard but they need solutions that help them work smarter.

Otter is a meeting transcription technology that also happens to have collaboration tools baked right in. This helps organizations work smarter while strengthening their decision-making process which in turns frees up time for analysis and other initiatives. With AI in the mix, the possibilities are practically endless.

Here are several benefits that can help your organization on day-one, and the long term:



Client meeting transcription

If you've ever tried to transcribe a call manually, you know how time-consuming and tedious it is. Trying to take notes can be downright stressful. The truth is it's impossible to get everything all the time.

Quality meeting transcription and note taking tools eliminate the headaches while delivering a thorough record of a call with no added effort needed of the participants. An AI Meeting Agent attends the call and takes notes that can be referenced afterward. And Instead of a mess of words without paragraph breaks, you get an expertly annotated record of what was said, who was speaking, who attended, and what files were shared.

Even though some video conferencing platforms allow you to save recorded calls, a transcription tool like Otter gives you the ability to save, organize, and download the corresponding transcripts.

Sales Call



Amanda Yesterday at 1:31 pm ▾ 34 min

Summary

Transcript

🔍 Insights

Authority

- Amanda appears to be the primary decision-maker for overseeing the project's direction.
- She is focused on ensuring alignment across teams and establishing clear communication from the start.
- Amanda mentioned she would gather internal feedback before finalizing next steps.

Budget

Internal collaboration within and across teams

Sure, internal collaboration before and during a video call is important, but it's the collaboration after the call that's crucial. Otter helps team members organize and easily search all discussions for key takeaways, notes, action items, and other important moments pretty much the second a call has ended.

When you think of cross-team communication like a relationship with a client, you truly realize that in order to achieve great work, you need to work together. This might even require some internal selling, convincing, explaining, and even a little praise in order to get what you're aiming for. Transcription software helps that collaboration stay on track.

Real-time meeting adjustments and strategy

Each video call is now an event the software can live-analyze to assist participants in real-time.

For example, Otter can detect intent based on a pre-set prompt or one entered privately during the call. If a client's tone or language suggests hostility toward the other party, that can be flagged in real time.

It can also be used to suggest, follow, or change strategy. So, in this hostility example it can provide ideas in real-time for how to counter during the meeting itself. If prompted, it can also reference previous calls to determine how your team has handled similar curveballs in the past. Working in tandem, the AI Meeting Agent listens to the call in-progress and helps you put your best foot forward.

Post-meeting follow-up

So you've completed a meeting with a transcription tool like Otter, resulting in a transcript that can be reviewed and shared. In the past that was enough, but with today's solutions that include AI capabilities, it's just the beginning. After every meeting, you can now:

- Summarize the call, identify key takeaways, action items, and generate topics to be discussed in subsequent meetings
- Craft an email to send to participants, highlighting what was discussed looking forward to the next meeting
- Compare transcripts to others to look for patterns, trends, and duplicated discussions
- Analyze tone and sentiment of all participants (more on this later)
- And if the recording was of a webinar or presentation, with one click, you can create an outline or a rough draft of a blog article or e-book based on the event

We mentioned it earlier, but the database of transcriptions is searchable by title, participants, and topics of discussion, for easy reference. It's like having a digital librarian and researcher at your fingertips ready to find what you need across your entire collection of transcripts.

Compliance and record-keeping

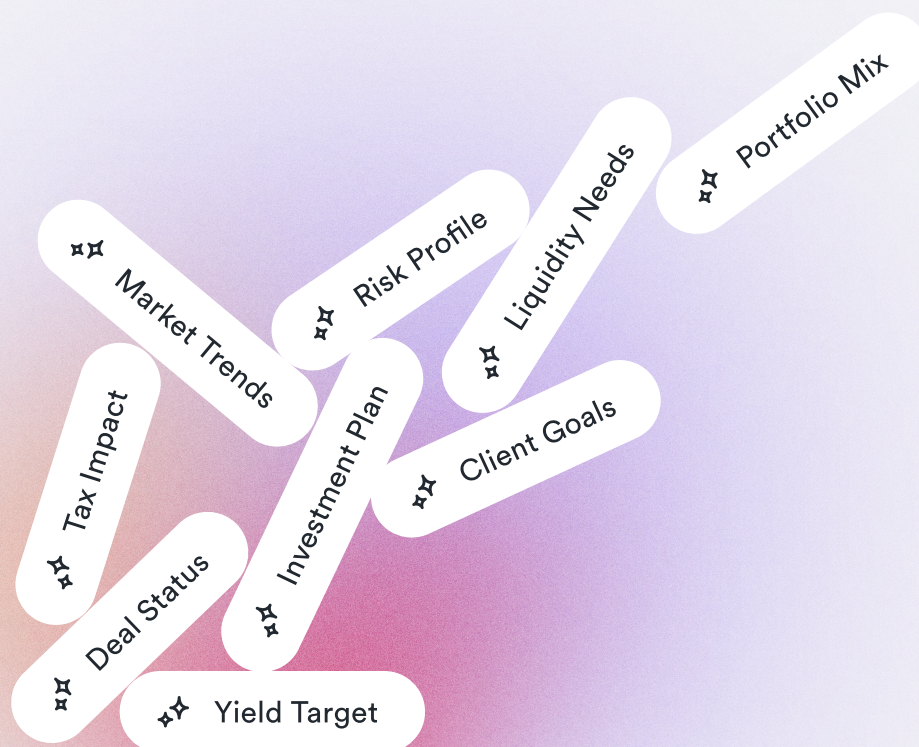
Rightfully so, security is always a concern with digital communications and files, but in the financial industry, it's a mandate. Nothing worries a compliance officer more than when sensitive information is recorded and transcribed.

Otter.ai addresses compliance concerns by offering permission and sharing controls that ensure access is limited only to designated stakeholders. These same solutions keep transcripts stored safely in the cloud following the strict security standards of SOC 2, GDPR, and CCPA. Beyond these measures, transcripts can assist compliance in another way because they double as an auditable record of communications. This information can always be used to confirm what was said if there is ever a dispute.

Knowledge retention in volatile markets

In busy financial environments, remembering what was said by whom and when on video calls can be tricky, particularly in relationships that go back years. Often, that information doesn't reside anywhere other than people's memories.

Using the right prompting in Otter AI Chat, previous transcripts can be compared alongside current market conditions to see what worked and didn't work when, for example, the prime rate was low. The data is right there in the transcripts just waiting to benefit your operations.



Analysis, red flags, and training

The pairing of meeting transcription tools and AI produces the ability for analysis that used to require countless human hours to achieve. Otter can be instructed to analyze calls for the tone and sentiment of participants and then summarize its findings. Did a customer seem a little hostile? Did a point of contact act differently than they normally do? Did someone on your team stumble over their words or calm an irate customer exceptionally well? All of that can be picked up, and more.

A crucial outcome of any analysis is identifying red flags with anyone within your organization or who they're interacting with on a video call.

AI-powered transcription offers an additional layer of scrutiny to catch problems before they become full-blown crises.

Plus, a transcription tool like Otter can help your team perform better at their jobs, all by turning voice into data. For example, you can ask it to identify the five best instances of when a dissatisfied customer became reassured, and then use the results as part of your sales-training. Or, a coworker facing a difficult call with an angry customer can independently enter a similar prompt to pull up tips ahead of their meeting.

The gist is, if it can be prompted, it can likely transfer the corresponding organizational knowledge directly to the user.

How Otter enhances financial conversations

Turning voice into scalable knowledge transfer requires meeting transcription technology to do more than simply transcribe calls. Otter.ai is leading the way in enhancing financial conversations and providing substantial value to organizations.

Here's a look at some of the many features this meeting and collaboration tool delivers at the enterprise level:



Real-time transcription

Otter is not only highly accurate with transcripts, but also allows team members to edit text, annotate conversations, and include slides and files in real time.



Amanda 9:15am

Hey @otter, Can you summarize this candidate's resume?



Otter 9:15am

Sure thing Amanda

🔗 [Gathering Insights](#)

Ask Otter anything about your conversati...



Review new customer experience

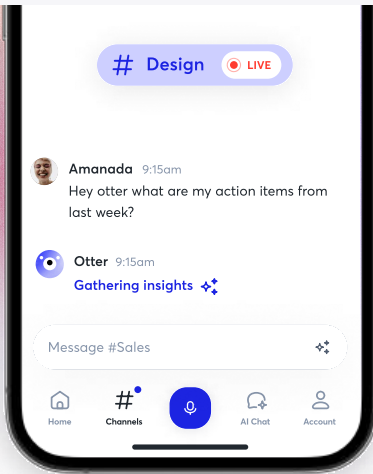


Advanced AI functionality

In between meetings, you can ask Otter AI Chat to compute math, start a follow-up email, analyze tone and sentiment, or generate advanced insights.

Auto-generated summaries and action items

Meeting notes are generated in real-time, automatically creating summaries after a meeting is completed, which include identifying and following up on action items that arose during the call.



Channels for team collaboration and continuity

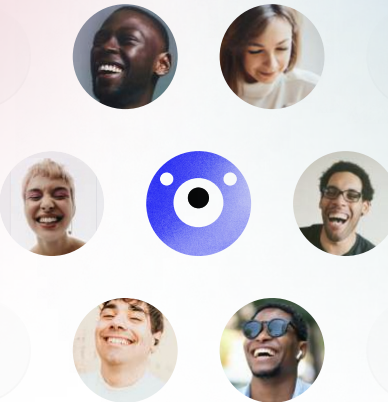
You can create a channel within the platform to communicate on specific projects with other participants to share notes and recordings, and see action items.

The Science of Creativity.

We tend to think of creativity as this mysterious, magical force—something that only artists, musicians, or designers have. But in reality? Creativity is a process, not a personality trait. And guess what? It's backed by science.

Searchable meeting content

Transcripts can easily be searched by filename, participant, and content so that if you want to read what so and so said about annuities in 2024, Otter will find you the transcript(s) with the answer.

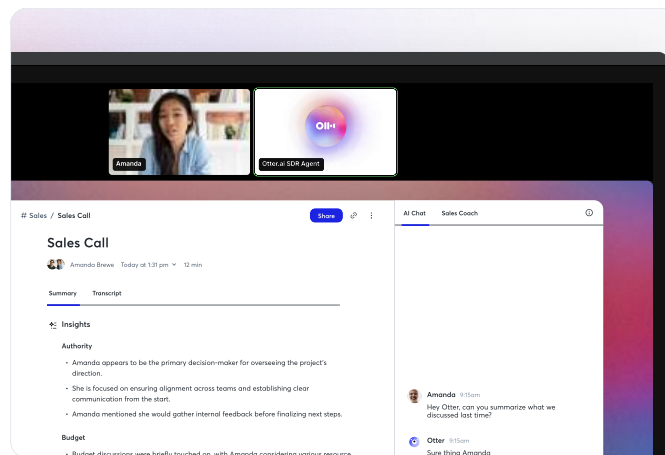


Admin and security controls

Otter is SOC 2- and ISO 27001-certified, and built to comply with GDPR, CCPA, and VPAT standards so your transcript data stays secure, private, and accessible. Admins can easily manage access with features like single sign-on (SSO), bulk user management, and permission controls you can turn on or off with a click.

The future of financial communications is now

Effective financial communication is more vital than ever. Otter.ai's meeting transcription technologies give businesses the ability to take full advantage of that communication by providing real-time transcripts, AI-powered analysis, streamlined organization, enhanced collaboration, and versatile security controls. The resulting knowledge can transform how you approach video meetings, and how you approach overall strategy.



Ready to see what Otter.ai can bring to your organization?

[Let's talk](#)