



conversation
IQ AI CALL ANALYZER



Turning every call into actionable intelligence with Conversation IQ

Case Study with VectorMind & Catalytic

Catalytic is a South African digital infrastructure and cloud communications provider that blends technology with human-centred service. With over 20 years in the telecommunications industry, Catalytic holds both ECS and ECNS licences and operates its own network and voice/data infrastructure.

Their solutions span connectivity, cloud communications, managed infrastructure, and security, all designed around their ethos to “simplicate” technology — making it work smarter, faster, and easier so that businesses can focus on results.

Conversation IQ captures the essence of intelligence applied to dialogue. Additional to transcribing calls like call centre interaction, it extracts insights, detects sentiments and contextually understands every call.

THE CHALLENGE

Catalytic faced significant challenges in deriving value from their call recordings. Although the organisation had systems in place to record all incoming and outgoing calls, there was no effective mechanism to analyse or extract actionable insights from this data. Reviewing calls was a manual, time-consuming process, inconsistently applied across teams. As a result, **opportunities to improve operations, training, and customer satisfaction were often missed.**

The absence of a centralised analytics tool meant that leadership had limited visibility into sentiment, satisfaction, or recurring issues, making it difficult to identify performance gaps or training needs.

Prior to adopting Conversation IQ, the business relied on basic recording systems without AI-driven analysis or automation, leaving the majority of valuable data underutilised.

THE CONVERSATION IQ SOLUTION

To address these limitations, VectorMind implemented Conversation IQ — an AI-powered analytics engine designed to transform call recordings into clear, actionable intelligence.

Integrated seamlessly into Catalytic's existing telephony environment, the solution automatically synced recorded calls via secure APIs or allowed for manual uploads into the VectorMind platform.

Each call was then processed through the Conversation IQ engine, which applied natural language processing (NLP) and sentiment analysis to evaluate tone, content, and context.

Conversation IQ automatically generated:

✓ **Sentiment scores** (positive, neutral, negative) for both customer and agent interactions

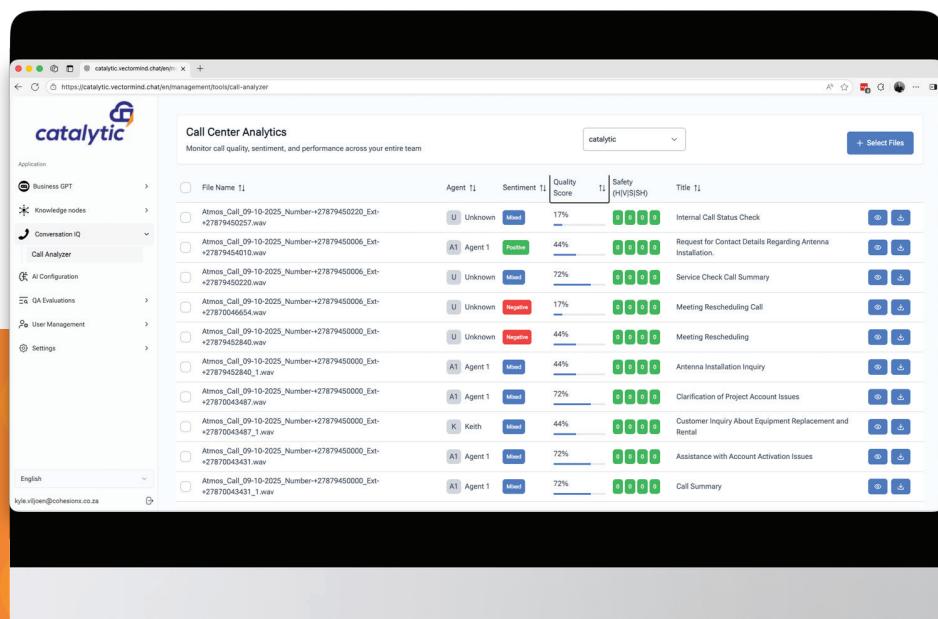
✓ **Content safety analysis**, flagging potential compliance or behavioural risks

✓ **Satisfaction and resolution metrics**, identifying whether customer issues were successfully addressed

✓ **Full transcripts**, tagged by agent and annotated **with key conversation markers**

Management teams could generate daily, weekly, or monthly analytics reports, visualising sentiment trends, agent performance, and recurring customer issues — all from a single dashboard.

The deployment required minimal disruption to existing infrastructure and immediately began delivering operational insights that were previously inaccessible.



The screenshot shows a web-based analytics dashboard titled 'Call Center Analytics'. The interface includes a sidebar with navigation links for Business GPT, Knowledge nodes, Conversation IQ (with sub-options like Call Analyzer), AI Configuration, QA Evaluations, User Management, and Settings. The main content area displays a table of call recordings. Each row in the table contains the following columns: 'File Name', 'Agent', 'Sentiment', 'Safety Score (H/V/S/Sh)', and 'Title'. The table lists 15 different call recordings, each with a unique file name, assigned agent (e.g., Agent 1, A1, U, K), sentiment score (Positive, Mixed, Negative), safety score (17%, 44%, 72%, 17%, 44%, 44%, 72%, 72%, 44%, 44%, 72%, 72%, 72%, 72%, 72%), and a brief title. The dashboard also features a 'Select Files' button and a 'catalytic' dropdown menu.

VALUE ADDED:

Since implementation, Catalytic has achieved:

- **Automated insight extraction**, eliminating manual call reviews
- Rapid **detection of customer dissatisfaction and service gaps**
- **Improved operational visibility**, with real-time communication analytics
- Enhanced **agent accountability** through data-backed performance insights
- **Compliance and content safety** monitoring, ensuring adherence to company and regulatory standards

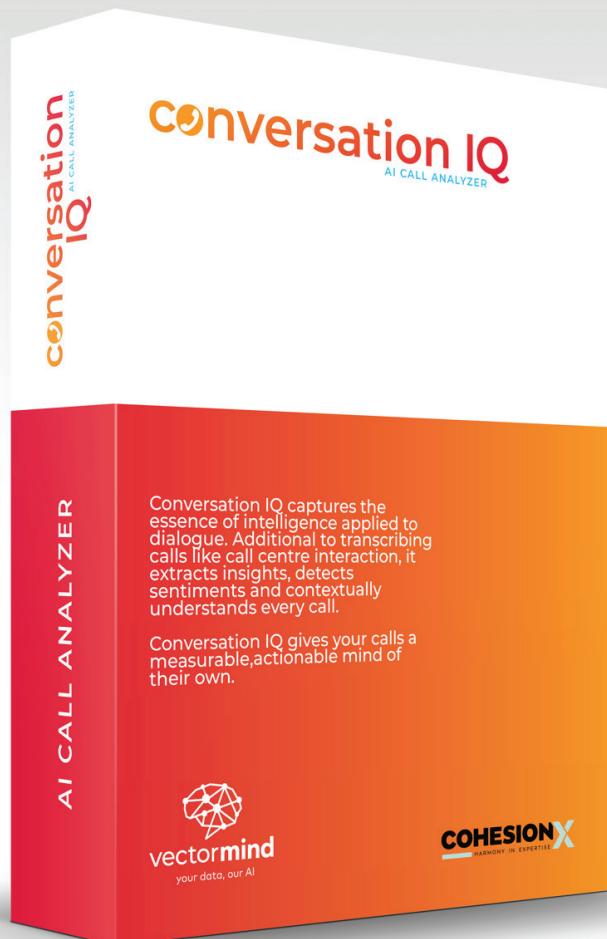
Significant time and cost savings, as analysis that previously took hours now runs in minutes

The introduction of Conversation IQ has transformed Catalytic's approach to call data.

- ✓ **50-70% faster response time** in identifying & resolving customer satisfaction issues
- ✓ Marked improvement in **internal efficiency**, driven by real-time data visibility
- ✓ Noticeable **increase in customer satisfaction** scores, due to faster resolution & improved service quality
- ✓ A **data-driven culture**, where call analytics now inform operational, training, & performance strategies
- ✓ New transparency: **previously invisible areas now measurable**

By pairing

Catalytic's trusted communication infrastructure with VectorMind's AI-driven analytics, Conversation IQ has redefined what's possible with call data.



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