

— PILOT APPROVAL

A 5-minute ask.

\$1,197 to plug three revenue leaks we can't even measure right now.

5-minute read · 10 slides

01 / 10

FROM	Head of Marketing
TO	Chief Financial Officer
ASK	Approve \$399/mo pilot, Launch plan, 3 months
REVIEW	Day 90 read-out, 30 minutes

— THE PROBLEM

Three leaks. One root cause.

We are making revenue decisions without knowing what the customer actually feels.

LEAK 01

Messaging that doesn't land

Campaigns ship. Conversion is lower than forecast. We find out after the media is spent.

LEAK 02

Deals that stalled in the pipeline

Qualified opportunities go quiet. The CRM records "no response." No one knows why.

LEAK 03

Customers churn silently

NPS reads green. Usage looks fine. Renewal lands and the account is gone.

Three symptoms. One missing signal: the voice of the customer inside the decision.

02 / 10

— THE COST OF GUESSING

We're already paying for this. It just doesn't show up on one line.

Paid media spent on copy that doesn't resonate
INDUSTRY BENCHMARK

~30%

Qualified pipeline sitting in unexplained stall
TYPICAL B2B

20–30%

Gross revenue retention below healthy floor
CHURN COMPOUNDS QUARTERLY

<90%

— THE POINT

You don't need to trust any of these numbers exactly. We can safely assume the losses are significant, and that we have no good instrument to measure it.

"Customer churn costs U.S. businesses approximately \$1.6 trillion annually."

ACCENTURE

"A 5% improvement in customer retention can increase profits by 25% to 95%."

BAIN & COMPANY

— WHY WE HAVEN'T FIXED IT

Research moves at the wrong speed for how we operate.

Every tool we've tried returns the answer after the decision has already been made.

TRADITIONAL RESEARCH

6 weeks · \$30–50K

Agency studies

Answer arrives after the campaign is launched and the quarter is mostly spent.

SURVEY TOOLS

Days · cheap, shallow

Typeform, SurveyMonkey

People tell you what they think they should say. Emotion and intent never surface.

REVIEW MINING

Backward-looking

G2, App Store scrape

Reads customers who already bought. Not the prospect who is deciding right now.

None of these give us the cited voice of a real prospect inside an active decision cycle.

— WHAT CHANGES

Emma runs short voice interviews. Get customer insights in 48 hours.

FROM

6-week agency studies

\$30–50K per engagement

TO

48-hour cited insights

\$399/mo, 200 interviews included

Spoken interview, not typewritten. Emotion and intent detected in real time, not “keyword sentiment.”

Every insight is cited. Back to the exact customer quote and timestamp.

Inside the sprint. Launch Monday. Send link Tuesday. Emma runs interviews Wed and Thu. Friday you have the results.

Live voice signal detection



Emma detects emotions + intensity score real-time, not after your customer's answer is flattened to text.

— HOW IT WORKS

Four steps. Nothing to install.

01 · MON

Define the study

Select the biggest leak. Messaging test, stall diagnostic, or churn signal. Pre-built templates, or write your own.

02 · TUE

Share a link

Prospects or customers click. No scheduler, no interviewer to hire, no permanent recordings stored.

03 · WED + THU

Emma runs the interview

Voice conversation with adaptive follow-ups. Emotion type and intensity captured every turn.

04 · FRI

Cited report

Themes, quotes, Purchase Enthusiasm Potential scores, and **ReadingMinds Emotional Fingerprint™** per respondent.

COMPLIANCE & DATA HANDLING

GDPR · CCPA · HIPAA safeguards · No permanent voice recordings stored

→ [Legal-reviewed](#)

From a yes today to our first cited report on your desk: inside one business week.

06 / 10

— CUSTOMER RESULT · B2B SAAS

*“47 voice interviews, 48 hours,
the real root causes of churn.
Previous exit surveys caught none of
them.”*

\$846K

ARR at risk surfaced
across 47 churned accounts

48h

Launch to insight
not 6 weeks

9%

Pricing
not the real problem

34%

Slow time-to-value
the actual root cause

— THE PILOT MATH

\$1,197 total. Break-even is one decision changed.

LAUNCH PLAN · 90 DAYS

Launch plan, monthly	\$399
Pilot duration	× 3 months
Total pilot spend	\$1,197
Voice interviews included / mo	200
Interviews over 90 days	600
Cost per interview	\$2.00
Agency comparable, per interview	\$200–400

— BREAK-EVEN

1

decision changed across messaging, a stalled deal, or a churn save pays for all three months.

If attribution at day 90 isn't clear, we don't expand. The downside is capped at \$1,197 and is known.

— WHAT I NEED FROM YOU

Approve the pilot. Review it in 90 days.

APPROVE

\$1,197

Three months on the Launch plan, paid monthly, cancellable any time.

CALENDAR

**30 min
on Day 90**

Review meeting. I bring studies run, decisions changed, and attributable revenue.

DECISION RULE

**Clear ROI
or we stop**

If attribution isn't clear by day 90, we don't expand. No awkward conversation.

— NEXT STEP

From your yes to our first study live: 15 minutes.

No procurement cycle. No implementation project. I launch the first study the afternoon this gets approved, and brief you by end of week.

Thank you.

- A** **Approve the pilot today** →
\$1,197, 90 days, day-90 review scheduled
- B** **Experience a 3-minute interview yourself.** →
readingminds.ai/live-test-drive
- C** **Send questions for a 1-page follow-up memo** →
I answer in writing before you decide