



LISTEN MODE: UNDERSTAND YOUR PHONE CHANNEL BEFORE YOU CHANGE IT.

What is Listen Mode?

Listen Mode is a short diagnostic where Flip analyzes your customer calls to show:

1. What your customers are calling about
2. How your team handles those calls today
3. What can be automated immediately

Nothing changes for your customers or your team.

We're simply observing and analyzing your call data.

Why Start Here

1. **No risk** - your current experience remains unchanged
2. **Fast** - insights delivered in days, not weeks
3. **Data-driven** - decisions based on your actual call patterns
3. **Transparent** - a clear understanding of fit before moving forward

Two Ways to Get Started

Live Listening (Real-Time)

We connect to your phone system and observe calls as they happen.

1. No disruption to call flows
2. No change to customer or agent experience
3. Typically runs for 3-7 days

If you're unfamiliar with exports like CSV files, our team will guide you through it.

Historical Analysis (Call Data Export)

We analyze your past calls using exported data from your system.

1. Share call recordings, transcripts, or logs
2. No system integration required
3. Results in as little as 48 hours

What You'll Receive

At the end of Listen Mode, you'll have a clear view of your phone channel:

1. **Call breakdown** - the most common reasons customers reach out
2. **Automation coverage** - what percentage of calls can be handled by Flip
3. **Volume insights** - where your team is spending the most time
4. **Workflow visibility** - how calls are resolved today
5. **Opportunity mapping** - what can be automated now vs. later

