



# AutoInsights for MSPs

Unlock Next-Gen  
Voice Analytics for  
Your Clients —  
In Days, Not Months

## Why Partner with CXEX?

As a Managed Service Provider, you're already trusted to deliver reliable, scalable voice solutions. But more clients now demand **actionable insights from every call** — not just recordings. That's where **AutoInsights** comes in.

Partner with **CXEX** and offer your clients a white-label, post-call analytics solution powered by **Generative AI** and built for the **mid-market and SMB** segments you already serve.



[www.cx-ex.com](http://www.cx-ex.com)

# WHAT IS AUTOINSIGHTS?

AutoInsights is a **plug-and-play voice analytics platform** that transforms voice recordings into structured insights — **summaries, categories, issue resolution, objection handling, sales effectiveness, sentiment, QA scores** and more — within minutes of a call ending.

- ISO 27001 certified, hosted on **AWS** (in multiple regions) and fully FTR approved
- Supports **mono or dual-channel audio + transcript metadata**
- Compatible with **RingCentral, Twilio, Zoom, AWS Connect, Asterisk**, and many more
- Designed for **post-call analysis**, with a roadmap toward **real-time agent assist and automation**

## WHO IS IT FOR?

AutoInsights is ideal for your voice clients in:

- **Franchise & Retail Call Centers**
- **Healthcare Appointment & Triage Services**
- **Insurance & Financial Services**
- **Membership & Donation-Based Organizations**
- **Collections & Customer Service Hubs**
- **UCaaS and Hybrid PBX Users**

*(Even those without existing recording solutions — we've got that covered too.)*

| Challenge  | AutoInsights Advantage  |
|--|---|
| Your clients record calls but don't analyze them                     | Out-of-the-box insights on <b>why people call, what agents say, and what works</b>                      |
| Competing solutions are too enterprise, expensive, or slow to deploy | <b>Deployed in 2 days</b> — insights in under a week  |
| You want to grow MRR with minimal support burden                     | <b>Low-touch SaaS</b> with optional co-branding or full white label                                     |
| Clients need sales, service or compliance QA                         | <b>Pre-built modules</b> for Sales Effectiveness, Compliance, Customer Experience                       |
| Clients lack a QA or analytics team                                  | <b>Push-based reports</b> tailored for frontline agents, team leads, and QA leads                       |
| You want future-ready AI products to offer clients                   | Roadmap includes <b>voice bots, multilingual prompts, chat analytics and closed-loop agent + bot QA</b> |

## Add Value. Win Deals. Build Recurring Revenue.

### AutoInsights helps MSPs:

- Increase stickiness with current voice customers
- Unlock new sales conversations with post-call insights
- Build higher-margin managed analytics services
- Stay ahead with AI-ready voice infrastructure

## White-Label Ready. API Friendly. Partner First.

### You'll have the flexibility to:

- Offer AutoInsights as **co-branded** or **fully white-labelled**
- Bring your own **call recordings** or use our **SBC/recording gateway**
- Choose **per-seat** or **usage (per min)** pricing models
- Access our **partner onboarding, training, and sales enablement kit**

## Let's Talk

Whether you serve **10-seat** help desks or **250-seat** contact centers, **AutoInsights** gives you a new way to lead with intelligence.

 Partner with us or Book a demo to see how **AutoInsights** fits your MSP stack.