

Voice Analytics Battle Card

Mitel Contact Center vs. CXEX AutoInsights



"Mitel provides foundational analytics through MiVoice Analytics and MIR Insights AI, focusing on recording and basic reporting. AutoInsights delivers a comprehensive, GenAI-powered platform with 29 out-of-the-box listeners for deep interaction intelligence."

Feature Comparison

| Capability | Mitel Contact Center | CXEX AutoInsights |
|----------------------------|---|--|
| Sentiment Analysis | Basic score via MIR Insights AI. | ✓ Contextual analysis: tone, resolution, intent, and escalation. |
| Quality Assurance | Manual evaluations; no automated scoring. | ✓ Automated QA aligned with COPC standards across CX and Compliance. |
| Sales Effectiveness | ✗ Not available | ✓ 6-score model: Rapport, Objections, Closing, and more. |
| Call Summaries | Brief AI-generated overviews. | ✓ Contextual GenAI summaries including intent and next steps. |
| Call Categorization | Basic; lacks hierarchical structure. | ✓ Deep Category → Subcategory → Topic hierarchy. |
| Keyword Spotting | Manual configuration required. | ✓ Built-in detection for PII, profanity, and script deviations. |

Why AutoInsights Wins

Superior Depth of Analysis

Goes beyond basic reporting to provide multi-layered insights, including contextual emotion detection and detailed categorization.

Comprehensive QA Automation

Reduces manual effort and increases consistency with automated QA aligned to industry standards (COPC).

Sales Effectiveness

Features specialized models to assess and improve sales interactions, a capability not present in Mitel solutions.

Predictable, Transparent Pricing

Flat-rate consumption pricing ensures cost predictability, unlike bundled models with obscured costs.

Integration & Deployment

While Mitel is native to its own ecosystem, **AutoInsights is API-ready**. It allows you to push conversational insights into CRMs, dashboards, and workforce engagement tools. The platform is AWS-hosted, ISO 27001 certified, and supports regional deployments in the UK, USA, AU, and RSA.

