



MindMaking

TALK THEORY / STRUCTURE

You are recording every call. So why can't you act on any of them?

A recording is storage. A decision needs structure. This playbook walks a single conversation from raw audio to a decision your team can stand behind, and shows you where most teams get stuck along the way.

A structuring playbook • 5 stages to a decision • No email required

The gap nobody budgets for.

Most teams already solved capture. The calls are recorded. The files are stored. Somewhere on a server there is a complete account of what your guests and clients actually said this week. And almost none of it gets used.

This is the gap nobody budgets for. Recording a conversation feels like progress, so teams stop there. But a recording is a haystack, not an answer. To act on a call, someone has to find it, listen to it, judge what matters, and route it to the right person before the moment is gone. At any real volume, that work does not happen. The recordings pile up. The signals inside them expire.

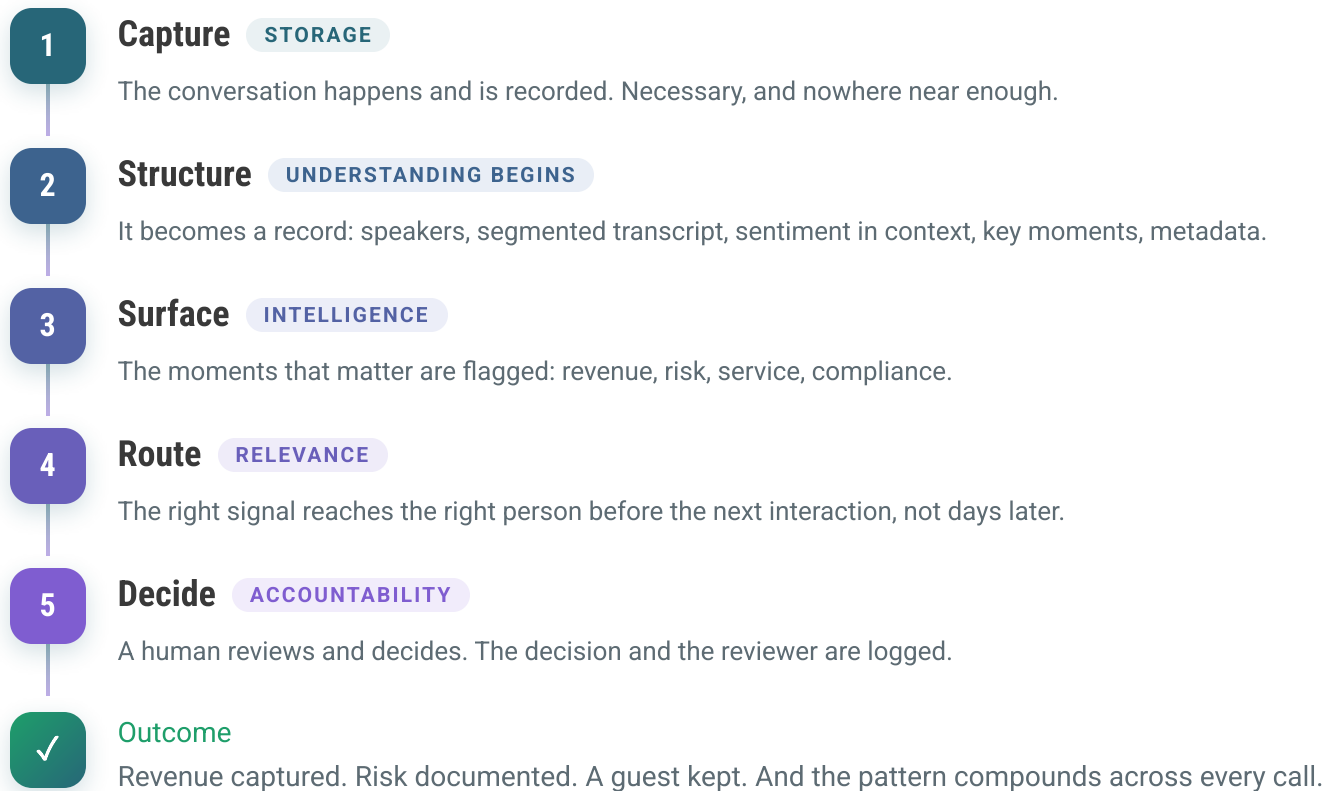
The fix is not more recording. It is structure. A recorded call is raw material. A structured record is a thing your team can search, scan, and decide on. The distance between those two is where conversation intelligence lives, and it is the distance this playbook is about.

The model, in one line

Capture is not understanding, and understanding is not action. A conversation has to travel through five stages before it becomes a decision. Skip any one of them and the value leaks out.

The five stages from transcript to decision.

Every conversation that produces an outcome passes through the same five stages. Most teams have stage one. The value is in the four that follow. The chain is only as strong as its weakest link.



Capture is the floor. Structure is where it starts.

1 Capture

PRODUCES

A recording, and at best a raw transcript.

SKIP IT AND

Everything downstream breaks. It answers "did we keep it," not "what should we do."

Most readers of this playbook are already here. The hard infrastructure question is behind you. The real work starts at stage two.

2 Structure

PRODUCES

A decision-ready record with named parts.

SKIP IT AND

Understanding never begins. A wall of transcript text is barely better than the audio.

Structure turns a conversation from a file into data your team can work with. A structured record is not a prettier transcript. It is a conversation broken into the elements a person needs to make a call.

IN A HOTEL

A reservation call becomes a record showing the guest, the booking, the moment an upgrade was mentioned, and the tone when housekeeping came up.

IN AN ADVISORY FIRM

A portfolio review becomes a record showing the client, the topics covered, the moment a recommendation was discussed, and whether a suitability question was left open.

The anatomy of a decision-ready record.

A record is decision-ready when a person can look at it for fifteen seconds and know what happened and what to do. That requires structure with named parts.

● Conversation Record

[Review required](#)

1

Participants and turns

Who was on the call and who said what, in order. Without it you cannot tell a complaint from an apology.

2

The transcript, segmented

Not one block of text, but the conversation broken into turns you can scan and jump through.

3

Sentiment, in context

Not one happy-or-sad score for the whole call, but the read on the moments that carry weight.

4

Surfaced moments

The points flagged as a revenue signal, a service gap, or a compliance-relevant statement, linked to where they occur.

5

A suggested next step

A plain-language prompt for what a person might do, offered for a human to accept, change, or reject.

6

Review status

Who looked at this, when, and what they decided. The field that turns intelligence into an accountable record.

One more property matters: the record should be **portable**. MindMaking structures records on the open IETF vCon standard, so the container is interoperable and the data stays yours. The standard is proof of portability, not the point. The point is that a structured, portable record is the unit of value.

Surface what matters. Route it while it matters.

3 Surface

PRODUCES

Flagged moments worth a human's attention. You are back to reading everything, which means reading nothing.

Surfacing makes coverage possible: the difference between "review the calls that matter" and "review all the calls." The discipline is restraint. A system that flags everything has flagged nothing, and good surfacing shows its reasoning so a person can trust it or overrule it.

SKIP IT AND

4 Route

PRODUCES

The right signal in front of the right person, on time.

SKIP IT AND

Timing dies. A signal that waits a week is an anecdote, not an outcome.

IN A
HOTEL

The upgrade signal reaches the guest experience team while the reservation is still days out. The complaint reaches the supervisor before checkout.

IN AN ADVISORY FIRM

The suitability moment reaches the advisor before the recommendation is placed. The flagged call reaches compliance based on content, not a random sample.

A person decides. The record remembers.

5

Decide

PRODUCES

A decision, made by a person, recorded against the conversation.

SKIP IT AND

Accountability. "The tool decided" is not an answer a GM or compliance officer can give.

This is the human-in-the-loop principle in its most practical form. The platform surfaces and routes. The person reviews and decides. The record logs who reviewed it and when. That log is not bureaucratic overhead. It is the thing that makes the intelligence defensible.

Why the outcome compounds

The pattern

A decision produces a result: revenue captured, a guest kept, a recommendation documented as it was made. But the deeper value shows up across many decisions. When every conversation runs this path, patterns emerge: the amenity guests keep asking for, the call type that keeps converting, the place where compliance keeps slipping. **One structured call is useful. A thousand of them is an operating advantage.**

One conversation, all five stages.

The call below is illustrative. An advisory client calls for a scheduled portfolio review, mentions she is thinking about moving up her retirement by two years, and says she is nervous about how exposed her portfolio is.

1 · Captured	The call is recorded in full. On its own, a file nobody has time to open.
2 · Structured	Two participants, segmented transcript, and three tagged moments: a life-event mention (retirement timing), a stated concern (risk exposure), and a recommendation discussed but not executed .
3 · Surfaced	Two signals rise. A client-intelligence signal (context the advisor needs before next time) and a documentation signal (a suitability moment to capture in writing before acting).
4 · Routed	The first goes to the advisor's pre-meeting view. The second goes to the compliance review queue, flagged on content rather than chance.
5 · Decided	The advisor confirms the revised risk tolerance in writing before acting. A reviewer agrees the documentation is complete and marks it reviewed. The record shows both decisions, both people, the time.
Outcome	A recommendation documented as it was made, by a person, with a trail. Nothing automated that belonged to a human. The same path runs next time, and the time after.

The hospitality version runs identically: a guest mentions an anniversary and asks about an upgrade, the moment is structured and surfaced, the signal is routed to the guest experience team, and a person decides what to offer. Different industry, same five stages.

Is your conversation data decision-ready?

Score each statement. **0** = not in place, **1** = partial, **2** = in place.

1	Our recorded calls are converted into structured records, not just transcripts or audio files.	0	1	2
2	A person can scan a single conversation in under a minute and know what happened.	0	1	2
3	The moments that matter (revenue, risk, service, compliance) are flagged inside the record.	0	1	2
4	Surfaced signals reach the right person before the next interaction, not days later.	0	1	2
5	Every reviewed conversation shows who decided what, and when.	0	1	2
6	Our records are stored in an open, portable format we can read without one specific vendor.	0	1	2

10 - 12

You are structuring, not just capturing. A conversation intelligence layer will extend coverage to every call.

5 - 9

You have pieces of the chain. The value is leaking at the stages you scored lowest. Start there.

0 - 4

You are capturing and stopping. The signals are in your calls right now. Structure lets you reach them.

WE SURFACE IT. YOU DECIDE.

You already have the conversations. MindMaking turns them into decisions.

MindMaking is a conversation intelligence platform for mid-market hospitality and financial services teams. It structures every guest call and client conversation into a decision-ready record, surfaces the moments that matter, and keeps human judgment in the loop on every call.

Request a demo at mindmaking.com

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