
SAMPLE OUTPUT · CONFERENCE BOOTH

A trade show floor is a black box.

Three people worked a booth for one morning. Their notes ended up scattered across notepads, phone apps and memory. Listel produced this automatically, ready to sync into the CRM.

The same objection surfaced in two separate conversations, captured by two different people who never compared notes. That is the thing a human write-up misses.

166_{min}

Recorded across one morning

3

Users recording at the booth

19

Contacts captured

6

Follow-ups pulled out and assigned

WHAT CAME BACK

One morning, three conversations, nothing **typed**.

A major grocery retailer ran an in-store assistant demo at its own conference. Their technology partner staffed the booth. Ten recordings came off three devices. Listel resolved them into three real conversations, a roster of everyone who spoke, and the follow-ups.

3 USERS · 56 MIN

1 · Booth demo

All three devices caught the same conversation; Listel merged them into one. Includes the rollout: six pilot stores, ~50 next month, nationwide by Q4.

☐ **Marcus T.** call the 6 pilot stores Monday to confirm devices arrived

☐ **Sales** follow up on the single-store test request

+ 2 more

1 USER · 36 MIN

2 · Responsible AI

The commitment that mattered most, and it wasn't in the demo. A stated intent to go beyond their vendor's responsible-AI baseline.

☐ **Elena V.** publish our own responsible-AI statement

☐ **Dana R.** keep tuning the red-team question set

2 USERS · 10 MIN

3 · Store walkthrough

Unprompted interface feedback, picked up on the shop floor nowhere near the booth. The kind of detail that never gets entered in the CRM or followed up on.

☐ Add clickable product cards with photography

☐ Drop tax and bag fee from the receipt view

+ 1 more

WHO WAS IN THE ROOM

Dana R.	Product lead	CONFIRMED
Priya S.	Booth host, partner	CONFIRMED
Marcus T.	District director	ROLE
Elena V.	Engineering lead	ROLE
Jordan K.	Store associate	ROLE
Nina B.	Responsible AI	NAMED ONLY

...and 13 more, including 8 people named in conversation who never spoke. Relationship signals a speaker list alone would miss. Exports to CSV.

WHAT IT CAUGHT THAT A WRITE-UP WOULD NOT

- One objection raised **twice, independently**, by people on different devices. Corroborated, not anecdotal.
- A **scope boundary stated out loud** to a customer, captured verbatim rather than remembered.
- Eight **names mentioned but never present**, lifted straight out of the conversation.
- **Six follow-ups with owners**, ready to assign before anyone reached the airport.

Field conversations, captured hands-free.

For you, your CRM, and the AI tools that need the data.

listel.ai

\$349 per user, per year. Device included.