



relate

The meeting intelligence platform built on trust

Because better conversations don't happen by accident. They happen when you can finally see what matters.

Why Relate?

Conversations drive every important relationship in your business. They're where trust is built, decisions are made, teams are coached, and customers decide whether to move forward. But until now, they've been largely invisible.

Relate is the AI relationship intelligence platform built on decades of trust science. By combining conversational AI with Vocal Intelligence, Relate analyzes both language and vocal behaviors to reveal how communication is experienced—not just what was said.

Individuals receive personalized coaching after every meeting, while leaders gain objective insight into communication patterns, coaching opportunities, and relationship health across their teams



Measure trust as it gets built

Trust Intelligence

Analyze 57+ behavioral signals across every conversation to understand credibility, reliability, connection, and self-orientation.



What transcripts alone can't tell you

Vocal Intelligence

Analyze vocal behaviors like: tone, pace, energy, interruptions, conversational balance, confidence, engagement, and even humor.



Personalized AI Coaching

AI Coaching

Focuses on: Meeting feedback, practice conversations, before meeting insight,, after meeting insight, and continuous improvement recommendations.



Track growth and areas to focus on

Measurable improvement

Users get personal dashboards to track their development over time, while managers have team dashboards for performance visibility and coaching areas.

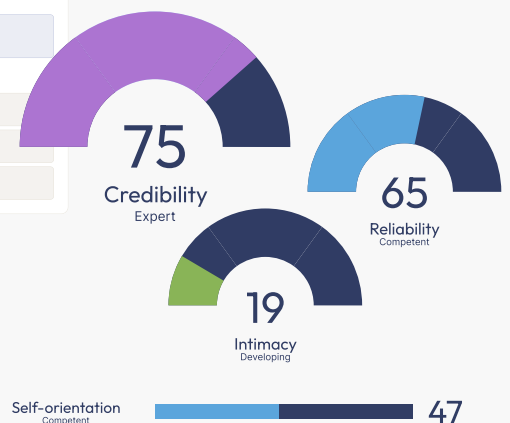
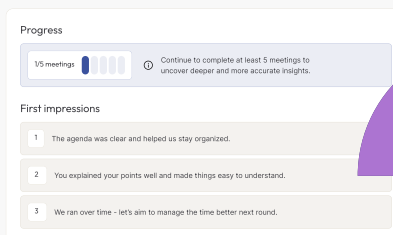


Voice carries what transcripts can't show

Vocal Intelligence captures **micro-patterns in speech** — hesitation before key claims, pace shifts under pressure, tonal warmth in moments that matter. These 22 factors give teams an entirely new lens on every customer conversation.

Built for the Enterprise

- Enterprise-grade security and privacy
- Native integrations with your existing meeting platforms
- AI coaching for individuals and analytics for leaders
- Flexible deployment with minimal IT overhead
- dBuilt by experts in trust science, enterprise technology, and AI



“Relate helped my team build stronger relationships — and it showed up in our numbers. We’ve seen a 24% lift in second-call conversions.”

Head of Sales, B2B SaaS Company

How it works

Relate joins your internal and external meetings - from customer calls to team check-ins - and uses AI to analyze trust-building behaviors in real time.

After each call, Sandi delivers personalized feedback and insights. By your fifth meeting, you'll unlock clear patterns, actionable coaching, and team-level insights, all integrated into your daily workflow.

You can also ask Sandi questions at any time to further your growth.

1 Joins your meeting

Relate connects to Zoom, Teams, or Meet, no extra setup or behavior change required.

2 Analyzes key behaviors

During each meeting, Sandi analyzes 55 trust signals tied to the proven trust equation framework.

3 Delivers personalized insights and feedback

After every meeting, you'll receive private, tailored insights and feedback to help improve how you build trust, plus action items and questions asked.

4 Tracks progress over time

After your first 5 meetings, patterns will emerge, revealing strengths, blind spots, and areas for growth.

5 Drives teamwide insights

Admin dashboards roll up relationship health, trust trends, and compliance flags across the team, giving visibility without micromanagement.

Use cases

Who: Sales Teams (AEs, BDRs, CSMs, Financial Advisors, Consultants)

Build trust in every customer conversation

Whether you're leading a discovery call, advising a client, or managing a renewal, Relate helps professionals communicate with greater credibility and confidence. AI coaching, trust insights, and Vocal Intelligence help improve every conversation, shorten sales cycles, strengthen relationships, and increase customer confidence.

Who: HR, People Leaders & Talent Teams

Move beyond surveys and performance reviews

Employee surveys tell you how people felt months ago. Performance reviews capture only a manager's perspective. Relate provides continuous insight into how teams communicate every day, helping leaders identify coaching opportunities, strengthen manager effectiveness, and improve employee engagement before problems escalate.

Who: Heads of Sales, Enablement, RevOps

Coach at scale without sitting in every call

Relate gives managers and enablement teams visibility into how reps are showing up. With trust scores, coaching summaries, and trend dashboards, leaders can identify coaching needs earlier without micromanaging or reviewing every recording.

Who: Cross Functional Teams, Client Facing Roles, People Managers

Improve connection in every conversation

Relate isn't just for external selling. It works equally well in internal meetings like 1:1s, team check-ins, and project updates. Sandi helps individuals become more self-aware, emotionally intelligent communicators who build stronger working relationships across the board.

About Relate

Relate is the first meeting intelligence platform built to measure and coach trust. In a world where 90% of business leaders believe they're trusted, but only 30% of customers agree, we help teams close the trust gap where it matters most: in conversation.

Powered by behavioral science and generative AI, Relate analyzes over 55 signals tied to credibility, reliability, intimacy, and self-orientation — the four building blocks of trust defined by Trusted Advisor Associates. After every meeting, our AI coach and analyst, Sandi, delivers personalized, actionable feedback that helps individuals improve how they show up, while giving leaders visibility into relationship health, team standards, and risk indicators.

With roots in enterprise leadership, financial services, and AI, our team understands the nuance of building trusted relationships in complex, high-stakes environments. Relate is designed to make those relationships measurable, coachable, and ultimately — more effective.