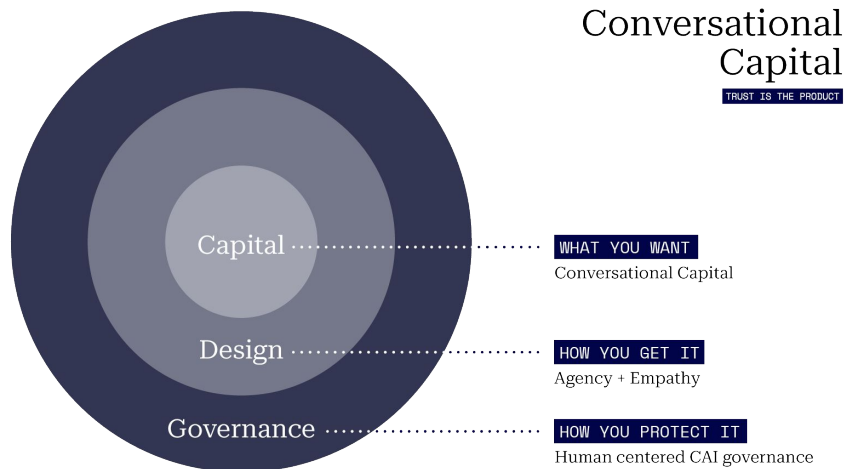


Conversational Capital

Every conversation builds the trust your brand depends on

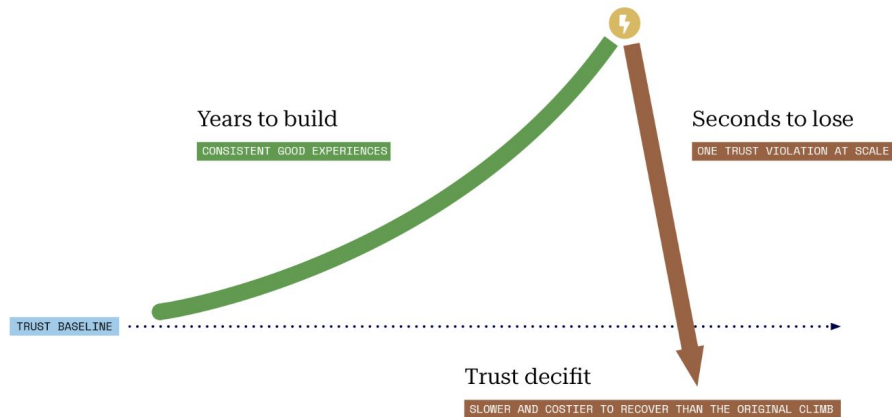


Every conversation between your AI and your customers is either a deposit into trust or a withdrawal from it.

Capital that compounds

Conversational Capital is the trust your AI conversations build across millions of interactions. Like financial capital, it compounds.

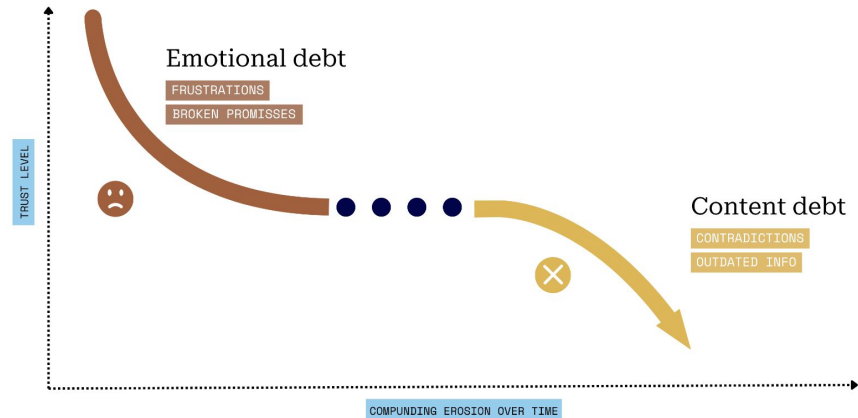
It's slow to build, and fast to lose.



Two debts

Trust rarely collapses in one bad turn. It leaks. Emotional debt builds from frustration and broken promises. Content debt builds from contradictions and stale answers.

Both compound. Quietly, then all at once.



Most companies are measuring the wrong thing

Today's dashboards measure efficiency. But customers are quietly losing trust. By the time it shows in a metric, the damage is done.

01

Containment is rising

Repeat contact rises on the same topics. The AI logs a win; the customer finds another door.

02

CSAT looks stable

The people who gave up never fill in the survey. It only hears from the satisfied.

03

AHT is down

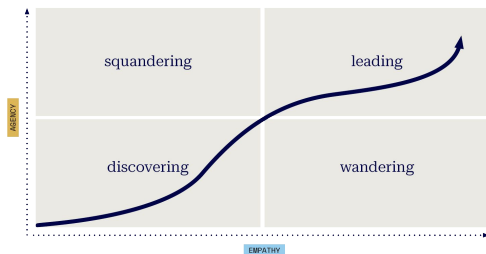
Speed shows how cheaply the call was handled — not what it left behind.

A framework for change, not an opinion

We measure Conversational Capital systematically through three lenses. Together they map what every AI conversation is building for your customers.

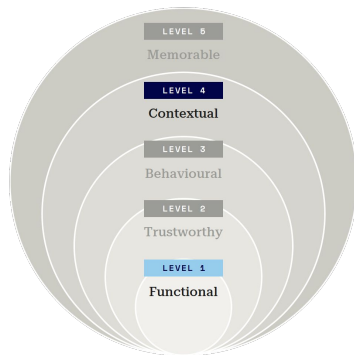
The EAG Grid

How much the system cares, and how much it can do



The Holonic Stack

Five levels of maturity, each rung resting on the one below



Drivers and Signals

What builds the capital, and damages it

VALUE DRIVERS

What builds the capital

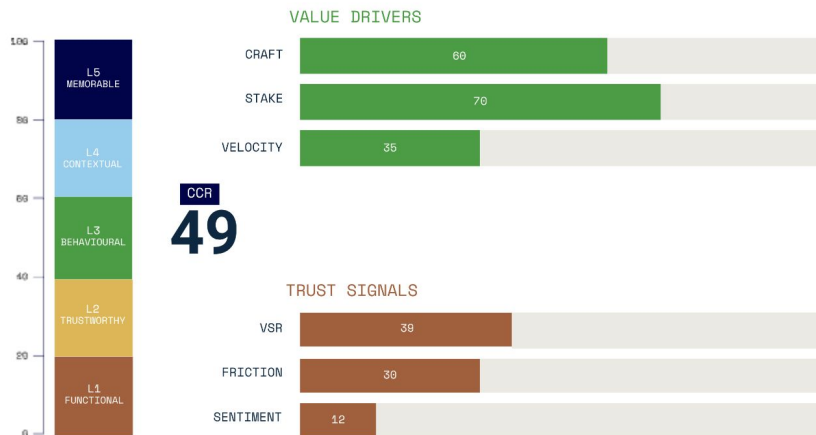
Whether the AI talks well, shows up for the topics that matter, and resolves at the right pace

TRUST SIGNALS

What customers reveal

Whether customers come back willingly, come back angry, or stop coming back at all

Your Conversational Capital Rating



We reveal your CCR, your maturity level, and the six inputs behind it: three Value Drivers that build the capital, and three Trust Signals that show where it leaks.

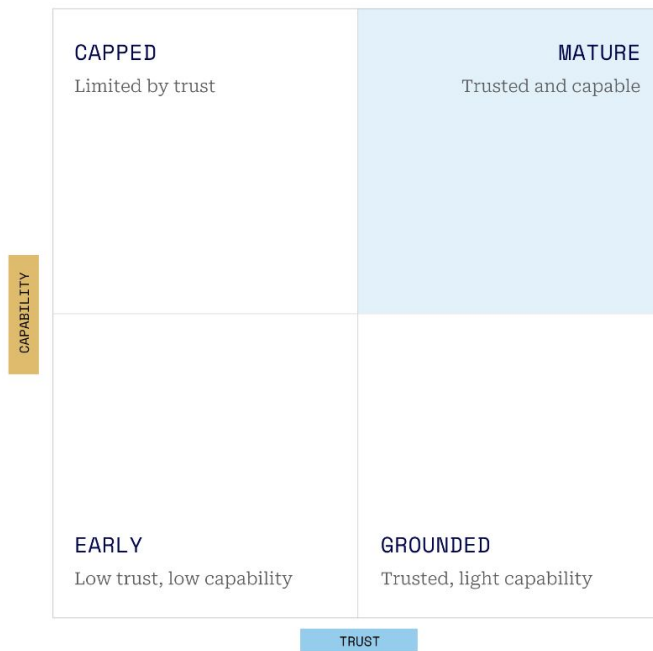
One number, on a five-level ladder from Functional to Memorable, that points straight at what to fix first.

Know where you are

We plot your deployment on two axes: how much customers trust it, and how much it can do.

Most land in Grounded or Capped.
Mature is both: the only quadrant where the score compounds.

Knowing where you sit is what tells you your next move.

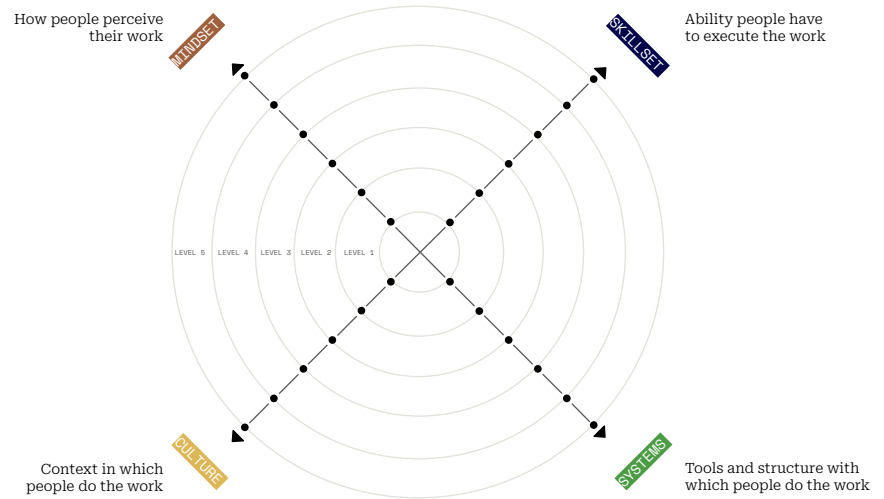


The Four Forces

A great assistant isn't enough. Conversational Capital is built by four forces: Mindset, Skillset, Culture and Systems.

Most teams are strong on one or two and quietly blocked by the rest.

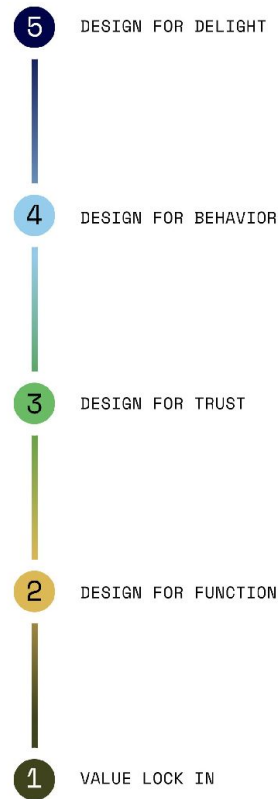
Evaluating all four, across five levels, shows you where the real constraint is and which lever moves it.



Build your capability

Training builds the Skillset, one of the Four Forces behind every score.

Our enterprise training runs level-for-level with the maturity your assistants are scored against, from the CDI Method Foundation up to CAI Consultant, so capability keeps the number rising.

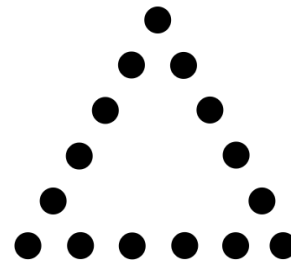


Five ways to take you where you want to go

-  **Baseline assessment**
We assess your CCR, where you are on the Holonic ladder, and three to five fixes to get you where you want to be
-  **The dashboard**
Continuous measurement showing the value being built and lost
-  **Consulting**
CDI helps you lift your Trust Foundations, Behavioural Design and Contextual Memory
-  **Enterprise Training**
We train your team in from the CDI Method through to CAI Consultant and in Agentic Experience Design in our Enterprise Academy
-  **Certification**
Recognition for your organization as a Certified Conversational Capital Steward

Start the conversation

Tell us what you're building. We'll show you where Conversational Capital is being created, where it's being burned, and what we'd do next.



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