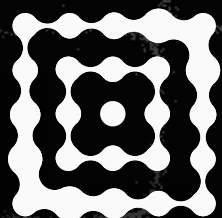


BROCHURE · 2026

 Subphonic



Focus

Conversation intelligence and AI analytics,
purpose-built for regulated industries.

COMPLIANCE-GRADE

MICROSOFT-CERTIFIED

ISO 27001

Capture, understand, and act on every customer interaction.

From raw conversation to real transformation.



From voice to action.

Business conversations are your most valuable asset – and your hardest to govern. Manual review reaches just 1–2% of calls. Generic AI introduces efficiencies, but creates new problems for regulated industries: conversational nuance lost, evidence gaps, regulatory misalignment.

COVERAGE	LANGUAGES	AUDIT TRAIL
100%	95+	100%
calls screened	languages transcribed	insights evidenced

Focus closes the gap. It captures, transcribes, and analyses 100% of your conversations – across telephony, Teams, UC, and contact centre – and turns them into structured, defensible evidence and insights that empower your team to act faster and with confidence.

Where Focus fits

Financial Services

FCA · MIFID II · DODD-FRANK

Trading-floor recording, advice-line conduct, vulnerable-customer detection, and audit-grade evidence for retention and disclosure.

Healthcare

NHS · HIPAA

Patient-handling and triage calls captured with the safeguards PHI requires – confidentiality, integrity, and clinical-grade audit trail.

Professional Services

LEGAL ADMISSIBILITY · BS 10008

Client meetings and advisory calls turned into searchable, citable evidence – discoverable, defensible, attached to matter records.

Contact Centre

PCI DSS · QA AT SCALE

100% QA coverage and conduct screening across high-volume voice – replacing sampled scorecards with real evidence.

Public Sector

GDPR · UK GOV STANDARDS

Citizen-facing service lines recorded under tight retention and access controls – transparent decisions, full disclosure on request.

Trusted by your security team

ISO 27001 · 42001 · 22301
BS 10008 · CSA STAR

Independently audited, end-to-end. Full credentials and scope on page 16.

What's inside →

01	Capture	Compliant recording across every channel.	02	Summarise	AI summaries, categorisation, chapter-level search.
03	Analyse	AI assistance across every conversation – review, ask, design.	04	Comply	Call conduct analysis for FCA-regulated firms.
05	Integrate	One intelligence layer across your existing comms estate.	06	Licence	Core, Plus, Business, Enterprise.
07	About	Who we are and what we believe.	08	Governance	ISO 27001, 42001, 22301, BS 10008, CSA Star.

COMPLIANCE RECORDING

Every communication, captured with confidence.

Focus treats recording as a first-class capability – not an afterthought.

COMPLETE. COMPLIANT. ON DEMAND.

Focus captures every conversation in full, encrypts and stores it securely for as long as you need. Calls are searchable on demand to support compliance and quality requirements, with each recording holding up in audit, in court, and in front of a regulator.

THE FOUNDATION FOR ANALYSIS

Because every recording is stereo-separated and transcript-ready, Focus AI can interrogate your conversations at scale – surfacing insights that are always traceable back to the source. Every finding is grounded in real evidence, ready for compliance review, staff coaching and operational improvement.

 Record what you want

Securely capture every type of conversation – calls, meetings, and chats. Set recording policies across your organisation or based on users and roles.

- Microsoft Teams and Zoom
- PSTN calls over any connection
- Internal, external, and mobile calls
- Audio, video, screensharing, and chat
- Extension and role-based recording rules

 Retrieval without friction

Search by free text, apply inclusive or exclusive filters, and save your favourite views, so you always find what you're looking for.

- Single interface access for rapid discovery
- Filter by date, number, and agent
- Advanced tagging via LLMs automatically identifies categories, chapters and key information
- Multilingual User Interface (English, Spanish, French, German, and more)

Secure storage, anywhere

Store calls indefinitely or set custom retention periods for auditing, compliance, legal, and internal review purposes.

- Unlimited storage capacity
- Secure Azure cloud storage
- Regional locations to support data sovereignty
- Custom retention periods per department or team
- Legal Hold tagging to support investigations

Enterprise-grade security

First-rate security comes as standard. Focus is fully encrypted, supports customer-managed keys, and meets BS10008 – making recorded data legally admissible.

- 256-bit AES encryption at rest and in transit
- Enterprise authentication, access control, audit logs
- Two-factor authentication, enforced by role or organisation-wide
- Permitted legal evidence in case of claims or disputes

Microsoft-certified Teams recording

 Solution certified for
Microsoft Teams

Focus captures every conversation natively within your Teams environment – no third-party integrations or audio routing workarounds. Teams audio is captured in full stereo with high-accuracy transcription, ready for analysis alongside every other channel.

Rigorously tested and certified by Microsoft, ensuring the highest standards for reliability, security, and interoperability within the Teams ecosystem.

INTEGRATE · API ACCESS

Bring your recordings into the tools you already use.

A secure connection lets you send transcripts, summaries and key insights straight into your CRM, reporting tools or other business systems.

PAIRS WITH · TRANSCRIPT

Taking card payments over the phone?

Subphonic Transact keeps agents out of scope and customers protected, in line with PCI compliance – without interrupting the conversation or the recording.

256-bit

AES encryption

BS10008

Legal admissibility

ISO 27001

Baseline controls

2FA

Enforced access

TRANSCRIPTION & SUMMARISATION

Searchable, readable, ready to use.

Accurate transcripts and AI-generated summaries turn recordings into something your team can actually use – a complete, structured record of every conversation, available the moment it ends.

Hours of listening become minutes of reading. Outcomes, actions and follow-ups can be routed straight into the systems your team already works in – and the same transcript becomes the source for every analysis that follows.



AI summaries

Purpose, key points, outcomes and follow-ups extracted automatically as soon as the conversation finishes.



Categorisation

Calls auto-tagged by type and subject – searchable by free text or filter across the full archive.



Conversational chapters

Transcripts auto-segmented by topic so reviewers jump straight to the moment that matters.



CRM & system delivery

Summaries and extracts delivered directly to Salesforce, HubSpot, Dynamics, email or any system via API.



Speaker-attributed transcription

Stereo separation tags every line to the right speaker – who said what, when, with timestamps, chapters and key actions explicitly called out.



Ready for analysis

Every transcript becomes the source for downstream analyses – compliance, quality, sentiment, sales coaching – at scale, across the full archive.

[SEE PAGE 08 →](#)

95+ languages

transcribed and summarised, for global teams and customer bases.

One screen for the whole conversation – audio, transcript, chapters and summary, anchored to the same timeline.

● ● ● focus.subphonic.app / calls / #84719 – Patel · Okafor

Reviewer · L. Chen

CALL #84719 · 12 MAR 2026 · 04:32

FCA · COBS

3 FINDINGS

Jordan Patel → M. Okafor

Investments · New product enquiry

1

STEREO SPEAKER SEPARATION

01:18 / 04:32

1.0x A-B Skip silence

AGENT · L

CUSTOMER · R

2

CONVERSATIONAL CHAPTERS

CHAPTERS

INTRO DISCOVERY PITCH RISK Q&A NEXT WRAP

SENTIMENT

3

TIME-ALIGNED TRANSCRIPT · EVERY WORD SEARCHABLE

TRANSCRIPT · CHAPTER 03 · PITCH

EN-GB

01:08

Jordan Patel Agent

"With the Horizon plan you're locked in for three years, and the structure is designed around long-term growth."

01:14

M. Okafor Customer

"Got it. And how does the fee structure compare to the standard plan I'm on now?"

01:20

Jordan Patel Agent

"Lower annual management charge, with a one-off setup fee. I'll send the full breakdown across after this call."

4

AI SUMMARY · OUTCOMES, ACTIONS, SENTIMENT

SUMMARY

Customer enquired about the Horizon investment plan. Agent walked through term length and fee structure, and committed to send a full breakdown by email. Customer expressed interest pending review of the figures.

OUTCOME

FOLLOW-UP BOOKED

ACTION

Send fee breakdown

SENTIMENT

● Positive

Click any word

Tap a transcript line to jump the audio there – the playhead, waveform and chapter strip stay in sync.

Filter the timeline

Slice by speaker, sentiment, chapter or keyword. The whole player narrows to what you asked for.

Send anywhere

Push the summary to Salesforce, HubSpot or a data warehouse – same payload, different destinations.

Focus AI.

Your **personal assistant** for every conversation – keeping track of what's happening across every call, meeting and chat, and surfacing the answers the moment you need them.

AUTOMATED REVIEWS

Answers, not noise.

Unlike a generic LLM summary, a Focus analysis doesn't create a paragraph of generated prose. It produces structured, evidence-based **tags and fields** – each one tied back to the exact moment in the transcript it came from, so findings can be filtered, aggregated, audited, and put to work.

PURPOSE

THEMES

ACTIONS

RISKS

SENTIMENT

OUTCOMES

QUALITY

ASK FOCUS ANYTHING

Ask anything. Of everything.

Type a question in plain English, right inside Focus. The AI draws on every recorded call, transcript and analysis to answer – with the conversations behind every claim one click away.

> How is the sales team performing this week?

> How well is customer services dealing with complaints?

> Which calls last quarter mentioned the new pricing?

COPILOT INTEGRATION

Insights, where you already work.

Focus integrates directly with Microsoft Copilot to surface key insights wherever you're working – and click through to Focus to dive into the details.



Microsoft Copilot

NATIVE
INTEGRATION



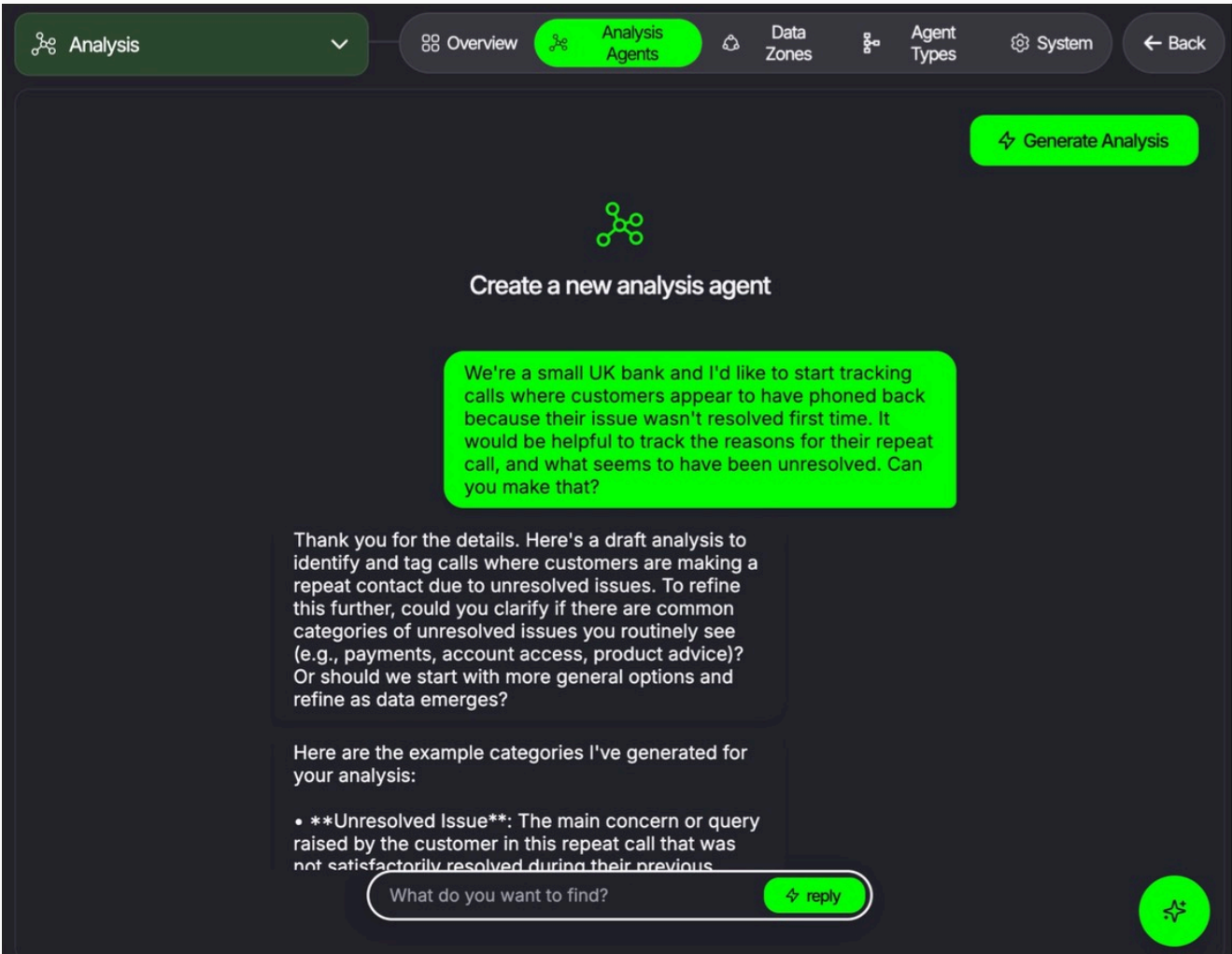
**Microsoft Solutions
Partner**

TELCOS & MEDIA AI
CERTIFIED
SOFTWARE



Design your own analyses.

Every team watches for different things: customer experience, compliance, sales performance, security. Focus lets you **design your own set of analyses** and build AI agents to find the signals that matter to the people in your organisation, not someone else's. They sift your conversations, surface what's relevant, and link every insight back to the original transcript.



01

Define

Write a prompt in plain language – phrases, sentiment, speaker, scope.

02

Apply

Focus screens 100% of calls continuously. No sampling, no gaps.

03

Act

Every match returns structured evidence – routed to queues, CRM, or API.

TAILORED TO YOUR TEAMS



Vulnerable customer signals

Financial pressure, health, life events.



Product & policy adherence

Your scripts, your checklists, every call.



Customer intent & needs

What the customer is actually asking for.



Service quality moments

Empathy, resolution, coaching opportunities.

CALL CONDUCT ANALYSIS

Call conduct analysis for financial services compliance.

Available within Focus, call conduct analysis is pre-built for financial service industries. It automatically screens **100% of call transcripts** against a custom rulebook built on FCA regulatory guidelines – replacing sampling with comprehensive, consistent coverage of every conversation.

Banks, traders, and financial advisory firms are required to review high volumes of calls for behavioural concerns. Manual quality assurance is slow, inconsistent, and costly. Generic AI tools produce vague outputs that are unsuitable for audit or regulatory scrutiny.

Instead of generic, high-level commentary, the Call Conduct AI annotates calls with precise, evidence-backed findings that are ready for immediate review, escalation, and audit.

Complete coverage

Every call automatically screened, with no sampling and no gaps.

Pinpoint accuracy

Conduct concerns identified at the exact point they occur within each conversation.

Faster audits

Streamlined reviews – simpler, quicker, more accurate.

Lower costs

Reduced review time frees up compliance resources for higher-value work.

IN PRACTICE

Confident decision-making

AI surfaces clear, evidence-backed findings so your teams stay in control and can act with authority. Reviews are defensible, auditable, and easy to verify.

Call Conduct AI works like a compliance expert that never sleeps – reading every transcript against a precise set of regulatory rules and flagging anything that warrants a closer look.

focus.subphonic.app / call #84719 / conduct review

CALL #84719 · JORDAN PATEL → M. OKAFOR

FCA COBS

REVIEWED

3 conduct findings

1

RULE · COBS 4.2.1R

01:14 · 01:22

Fair, clear and not misleading

Agent describes product return as "guaranteed" without referring to risk of capital loss. Likely soft breach of fair-balance requirement.

2

SOURCE TRANSCRIPT · 01:14 → 01:22

01:14

Agent · Jordan Patel

"Over three years it's basically guaranteed to return what you put in, plus some."

01:20

Customer · M. Okafor

"Right, so there's no way I'd lose money on it?"

3

GUIDANCE CITATIONS

✓ FCA Handbook – COBS 4.2.1R · Fair, clear and not misleading

✓ PRIN 2.1.1 – Principle 7 · Communications with clients

✓ FG22/5 · Consumer Duty guidance, §4.20



Regulatory Intelligence

Every call screened against FCA guidelines. Criteria are clear and consistent – no interpretive drift, same standard every time.



Strict evidence discipline

Every finding tied to the exact point in the transcript, with a plain-language explanation and a link to the relevant guidance.



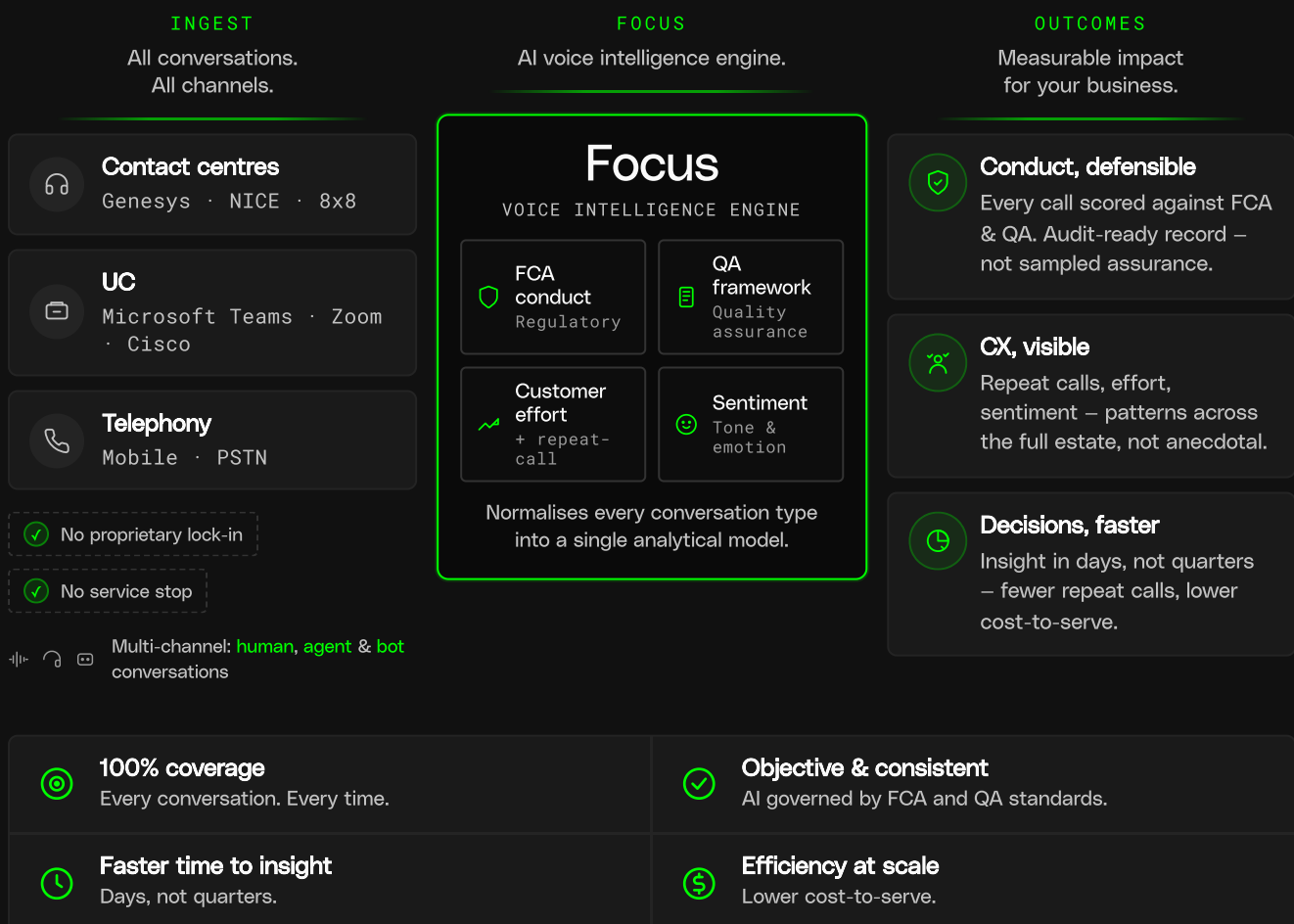
Human + machine review

Results structured for both people and systems – easy for reviewers to act on, clean enough to feed into dashboards and workflows.

PLATFORM

How Focus fits your stack.

Focus sits across your existing communications estate – contact centre, UC, fixed and mobile telephony – and applies a single intelligence layer to every conversation. Calls are scored consistently against FCA conduct, QA, customer effort, and sentiment, turning everyday interactions into defensible evidence, visible CX patterns, and faster decisions.



🔒 All data stays within your selected region.

PLANS & EDITIONS

Your business, your Focus.

Recording and analytics needs vary across different organisations, so our licensing options do too. Choose the best licence for your business – charged on a per user per month basis – to balance cost efficiency and capability.

TIER Core Conversation capture with transcription for searchable, text-based review. ✓ Multi model capture ✓ 1 year storage ✓ Transcription ✓ Summarisation and actions ✓ Playlists ✓ QA surveys	TIER Plus Adds unlimited storage to support compliance and Ask Focus anything for fast answers. ✓ Everything in Core ✓ Unlimited storage ✓ Ask Focus anything ✓ Automated chapters and topics ✓ API access	TIER Business Adds automated QA and bespoke AI analyses. ✓ Everything in Plus ✓ Direct Copilot integration ✓ Automated QA (AI) ✓ Custom AI analyses* ✓ Call conduct analysis*	TIER Enterprise Adds advanced AI analyses, matrix analysis, and direct MCP access. ✓ Everything in Business ✓ Custom AI analyses (advanced)* ✓ Call conduct analysis (advanced)* ✓ Matrix analysis ✓ Direct MCP access
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* Available soon

Subphonic

Where expertise meets purpose.

Subphonic is an AI-first technology company that helps businesses capture, understand, and act on every conversation – turning voice into a strategic asset.

Our team brings together deep expertise in AI, telephony, and enterprise communications, with over 100 years of combined industry experience working with major telecoms providers, global service providers, and enterprise customers.

We believe every business deserves powerful, ethical AI that helps them grow without complexity or compromise. Our mission is to unlock the full value of every interaction – helping teams make smarter decisions, stay compliant, and drive meaningful outcomes.



Technical expertise

We've spent decades working at the intersection of voice, telephony, and enterprise technology. We understand the infrastructure, the regulation, and the operational realities – and build for all three.



Human-centred AI

AI should empower people, not replace their judgement. Every capability Transact and Focus deliver is traceable and evidenced – so your team always knows where to look.



Customer-focused

We build solutions around real operational challenges, not product roadmaps. That means surfacing the insight your teams actually need, in a format they can act on.



Delivering true value

We measure success by what our customers achieve – not by features shipped. Our focus is on intelligence that protects and grows your bottom.



Collaborative success

The best outcomes come from working closely together. We listen, we learn, and we stay invested in every partnership long after go-live.



Global reach

Multilingual interfaces, transcription, and analysis. Secure infrastructure and compliance-ready capture across every channel – wherever you work.



TRUST CENTRE

Security, compliance, and transparency.

With Focus, you get a platform that has security built in from the foundations up, not added as an afterthought.

That same rigour runs through everything Subphonic does: our processes, our culture, and governance independently audited against recognised global standards.

ASSURANCE AT EVERY LAYER



INFORMATION SECURITY ISO 27001:2022

Independently audited information security management. Implemented inside the first two months of the company – the baseline everything else is built on.



AI MANAGEMENT ISO 42001

Responsible, ethical use of artificial intelligence. Transparency, accountability, and ongoing governance of how our AI is built and deployed.



BUSINESS CONTINUITY ISO 22301:2019

Resilience and continuity of operations through disruption. Evidence that our service keeps running when it matters most.



CLOUD SECURITY CSA STAR – Level 1

Public attestation of our cloud security posture, covering transparency, compliance, and data-protection practices across our Azure stack.



PAYMENT DATA PCI DSS 4.0

Independently validated controls for handling cardholder data. The standard Focus and Transact are designed to help customers meet – keeping card data out of phone systems and recordings.



LEGAL ADMISSIBILITY BS 10008

Recordings captured and stored by Focus are legally admissible as electronic evidence – integrity, reliability, and audit trail assured.



BASELINE CYBER HYGIENE Cyber Essentials

UK government-backed scheme covering the technical controls that block the most common cyber attacks against our estate.



HEALTHCARE DATA HIPAA

Rigorous safeguards for personal health information – confidentiality, integrity, and regulatory compliance for healthcare customers.

READY TO TALK?

See Focus in action – book a demonstration with our team.

sales@subphonic.ai


Clarify your conversations.

Human-centred AI that lets you see more and act faster. Ready to see Focus in action? Get in touch to arrange a demonstration.

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