

Getting started with Contented

Transform client meetings, workshops, and even those post-shower musings into actionable proposals, content, and more.

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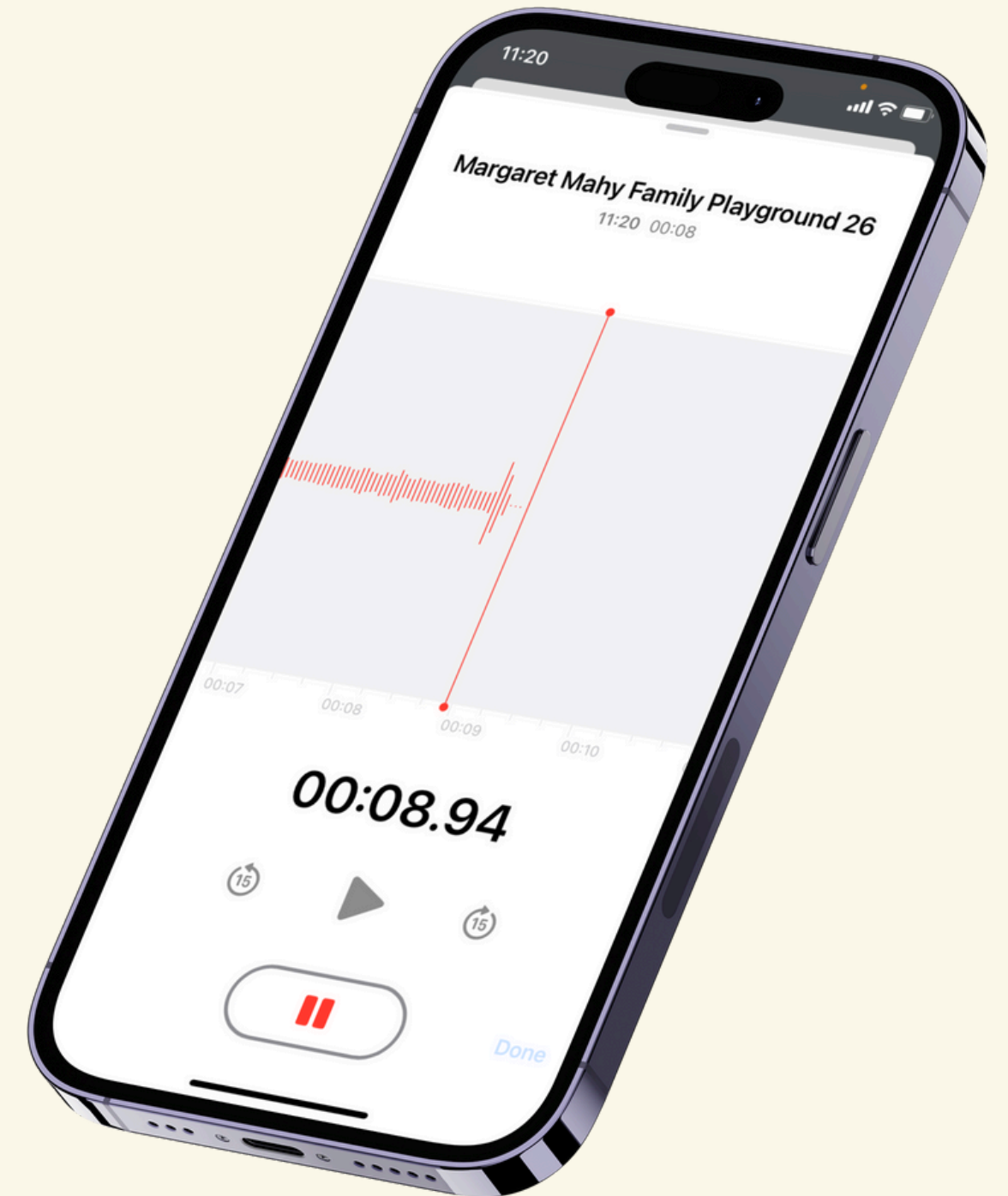
Step one

Talk and record

Record any conversation—client meetings, strategy sessions, or even those long beach walks—and upload directly into Contented. Noise, accents and busy environments are not an issue.

You can use your device's built-in recording functionality (e.g. Voice Memo App) or within virtual meeting apps where you can choose to record the meeting.

[Click here for more specific guidance](#) around recording on different devices.



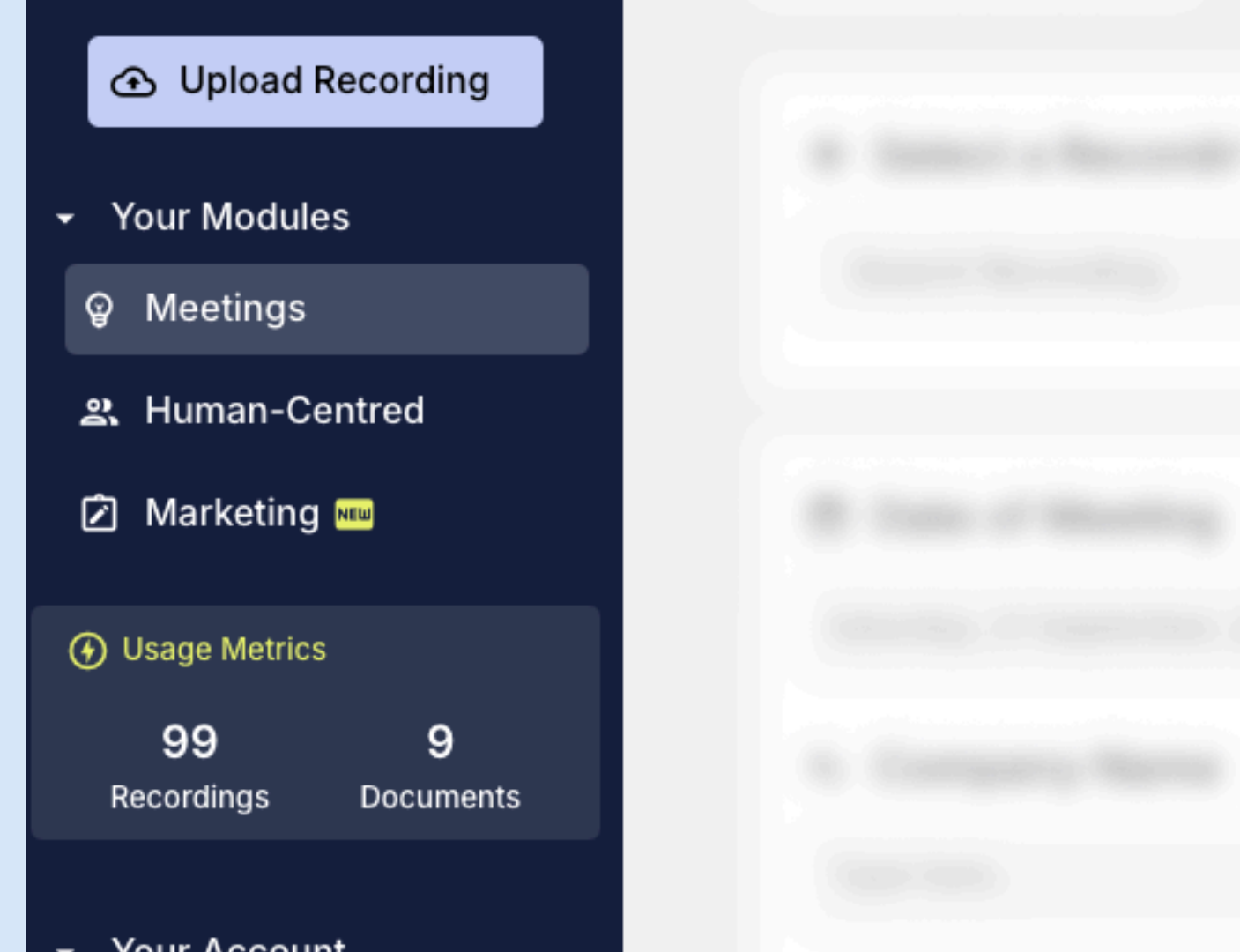
Step two

Upload a recording

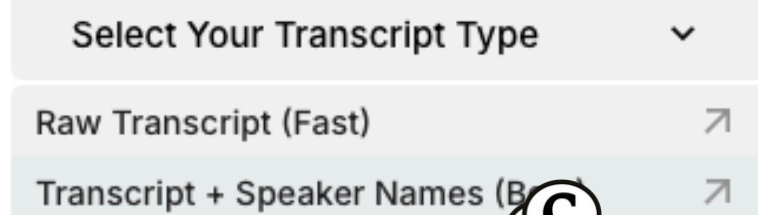
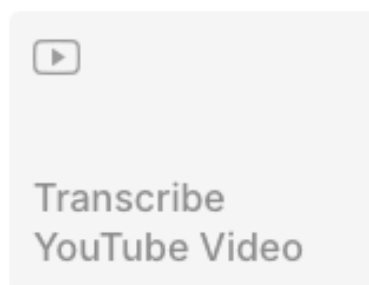
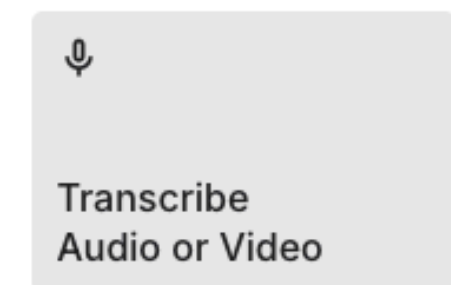
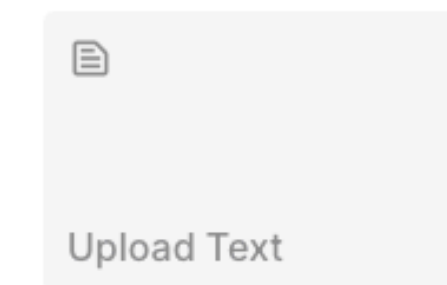
After recording, click the **'Upload Recording'** found within the navigation bar.

Not only do we accept audio/video files, you also have the opportunity to upload transcripts, YouTube links etc.

For the best results, we recommend selecting **'Transcript + Speaker Names (Best)'** for your transcription. **Raw transcript (Fast)** is great for your own musings or Focus Groups where you don't need to name speakers



What would you like to do?



Step three

Transcription

We use best-in-class transcription technology that focuses on **phonetic** accuracy.

For example, words like “Kia Ora” are first transcribed as “Key ohra” to ensure the Contented engine captures their pronunciation correctly. This ensures more accurate outputs during the generation process.

Tip: You can largely ignore the raw transcript, as the phonetic spellings are meant for internal use during output generation.

☰ Transcript

22:23

Dr Jenny May (Co-Founder at MedTech): It's hard to do all of the things all

22:25

John Sinclair (Co-Founder at RoBuilds): You can't. The only thing you can say, and build that across and going slowly as well, somewhat. So having to after Orion, so you were. So you obviously been in the product space for a

22:40

Dr Jenny May (Co-Founder at MedTech): That was my first official product working at Paycheck and that's where I moved from. I was there for eight years Fran. But I.

22:50

John Sinclair (Co-Founder at RoBuilds): Sounds like a cool company.

22:51

Dr Jenny May (Co-Founder at MedTech): It was a great company. I started team lead, went to support manager went to BA. Went to like you know del yeah writing legislation with John Hopkins. Really I was taking their policy and got this wrong. I'm a giant nerd approach.

23:11

John Sinclair (Co-Founder at RoBuilds): Yeah but that's so cool.

23:13

Dr Jenny May (Co-Founder at MedTech): So yeah I've had a really fun.

Save to your workspace



Step four

Entity detection

Entity Detection

she'll do that one interview, put it in
and, you know, like, analysis that she

Dr Jenny May (Co-Founder at MedTech): That was my first official product r
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Fran. But I.

22:50

John Sincla company.

22:51

Dr Jenny M any. I started in
team lead, v you know deliv
yeah writing g their policy do
got this wro

23:11

John Sincla ol.

23:13

Dr Jenny M really fun.

EDIT ENTITY

×

Old Name

Henry

New Name

Hnryl

Update

Save to your workspace

Our **Entity Detection** feature lets you customise specific terms or names in your transcript with the correct spelling or format.

1. To use this, click the '**Entity Detection**' button at the top-right of your transcript.
2. Easily update names or terms for accuracy (e.g., Henry to Hnry, Calibre to Qalibre).

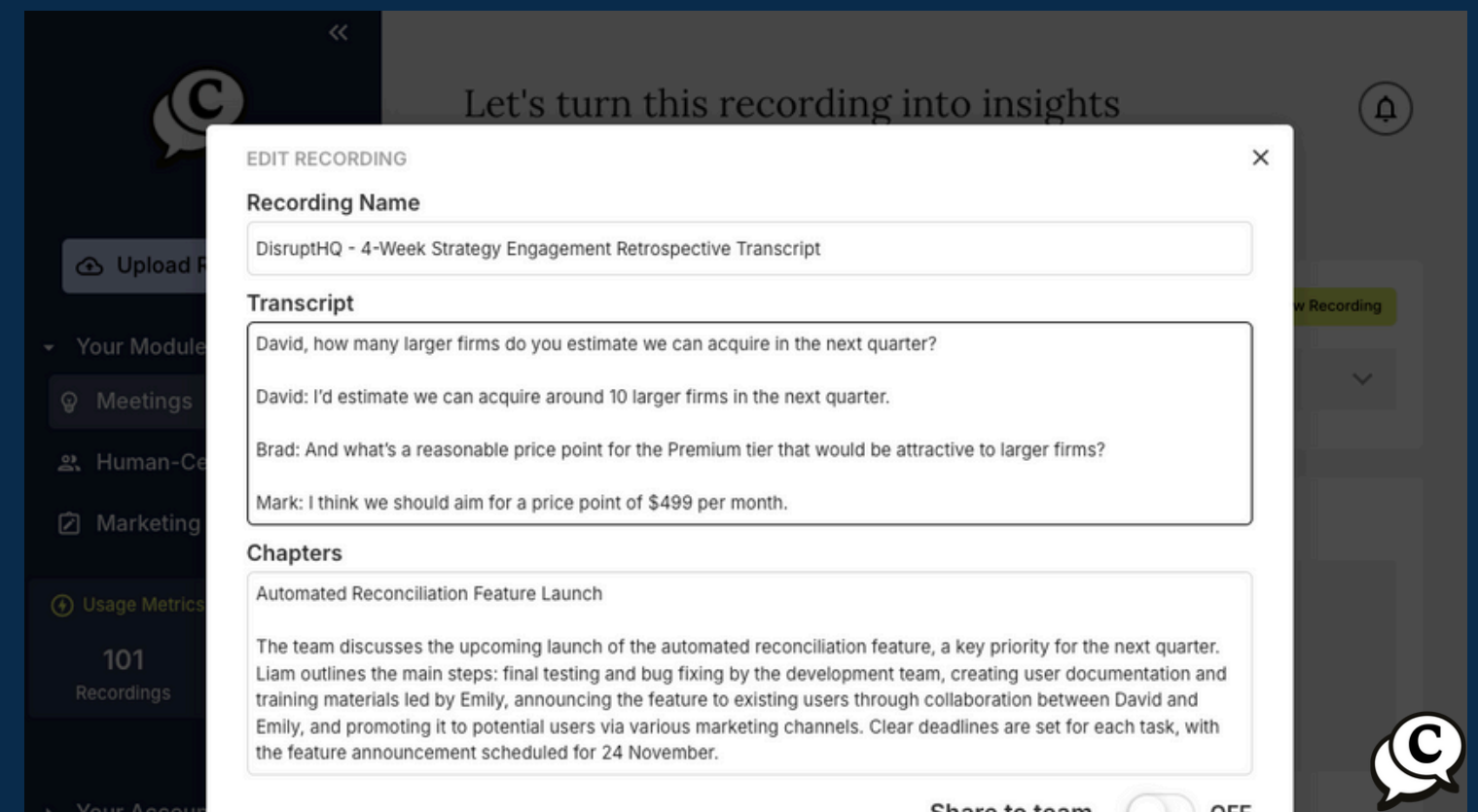
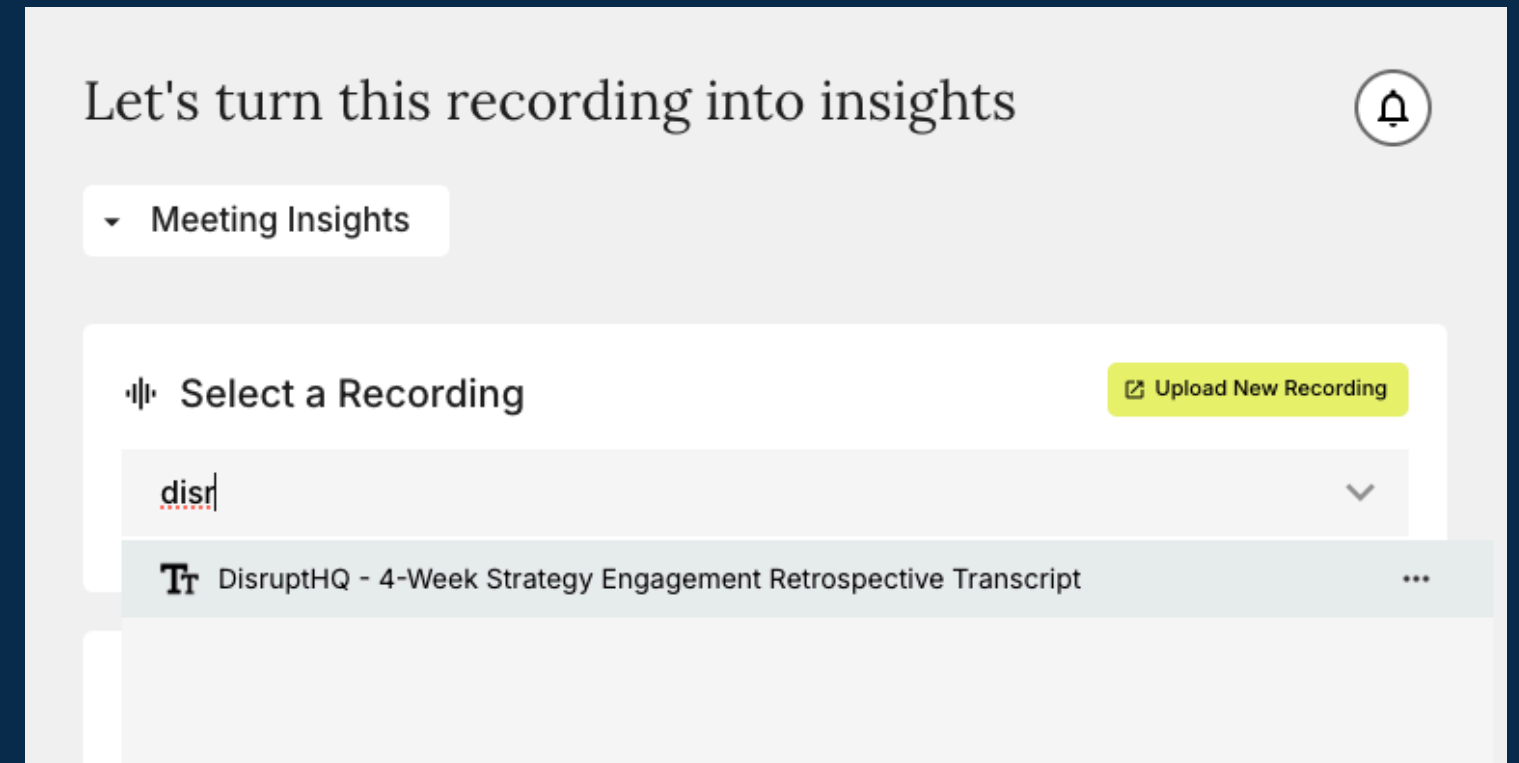


Step five

Select a recording to analyse

After your transcription is saved to your workspace, you'll be directed back to the Contented dashboard.

1. Use the dropdown under '**Select a Recording**' to choose the recording you want to revisit.
2. To view more details or access the transcript, click the **three dots (...)** next to the recording. This will show additional information and options.



Step six

Include detail

Date of Meeting

Tuesday, 4 June, 2024

Company Name

DisruptHQ

Attendees

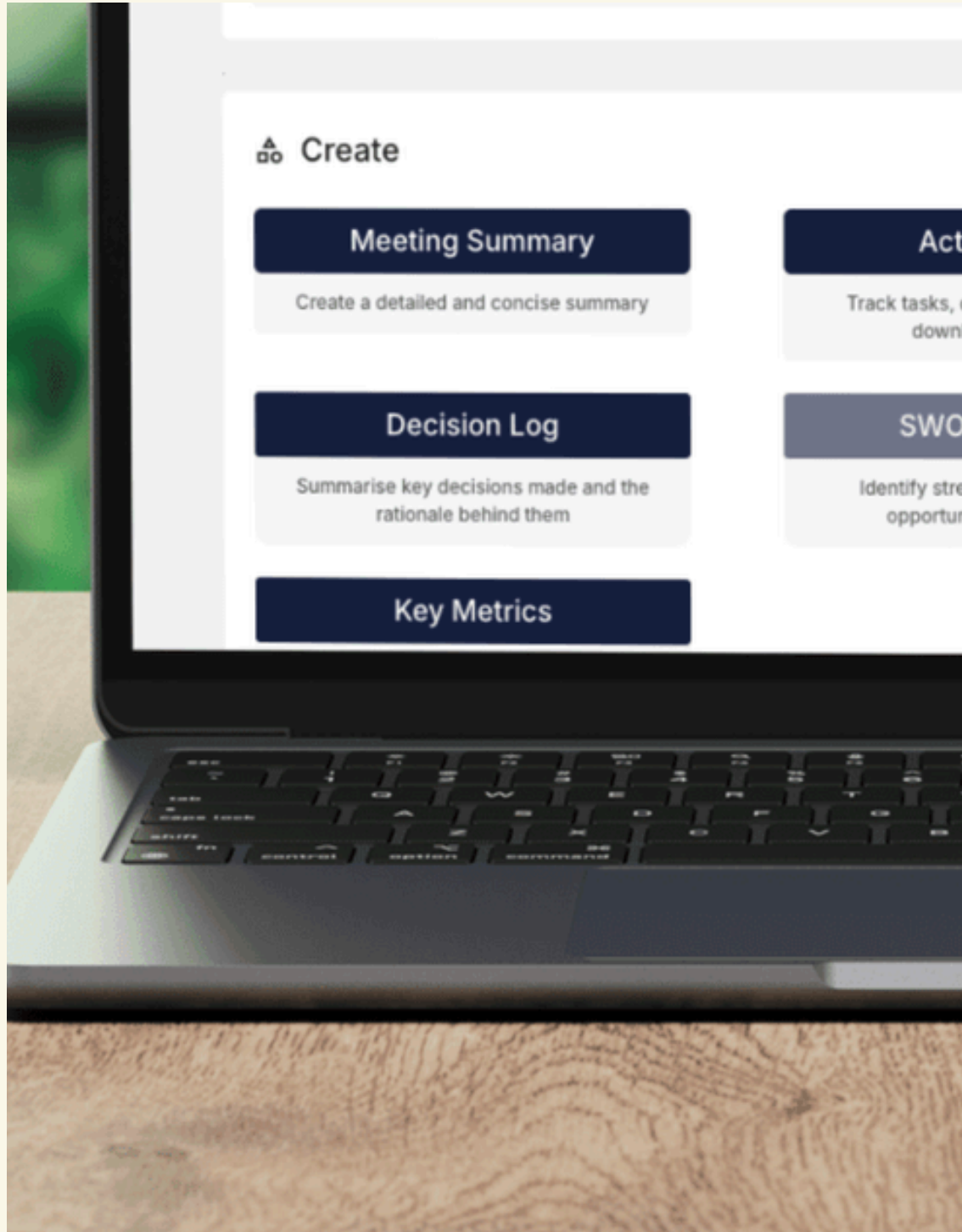
- Brad (Fractional CMO)
- Mark (DisruptHQ CEO)
- David (DisruptHQ Product Manager)
- Sarah (DisruptHQ Marketing Manager)
- Emily (DisruptHQ Content Manager)
- Liam (DisruptHQ Operations)

▸ Dive into a Topic

*Pro Tip: Always make sure to include the names of **attendees** and some context around them. Even if you don't use speaker labels, entering attendee details improves the accuracy of the transcript.*

Adding a **date** is also crucial for the action table. For example, if you say, "Remember to do that next Wednesday," then Contented will know exactly which date to bind that action to.





Step seven

Template time

Contented adapts to your needs by offering a library of expert-designed templates within each of our three modules: **Meeting, Human-Centred, and Marketing.**

Select from these **templates** to transform your conversation based on the specific type. Let's dive into these:



Premium Module

Meeting

The Meeting module focuses on enhancing productivity by transforming meeting recordings into organised and actionable documents. It's designed to help teams keep track of discussions, decisions, and next steps.

Summaries

Get clear overviews of key points and decisions made. Choose between concise or detailed summaries. You can even email the detailed meeting summary directly from the workspace.

Action Items

Easily track tasks assigned during the meeting, including responsible parties and deadlines, ensuring nothing slips through the cracks.

Matrices

Visualise key insights with templates like risk matrices and SWOT analyses, based on best-practice frameworks, to help teams map out strategic priorities.

... And more

From creating FAQs to tracking key metrics, whether for KPIs or in-depth conversations, we have tools to meet every person's needs.



Premium Module

Human-Centred

The Human-Centred Module is designed to help you gain deeper insights into your clients, users, or team members. It transforms conversations into empathetic, actionable insights that inform user-focused strategies and decisions.

Empathy Map

Visualise your clients' or users' feelings, thoughts, and behaviours. Empathy Maps help you understand their perspectives, allowing you to tailor your products or services to better meet their needs.

Persona Profiles

Create detailed profiles of your target audience. Persona Profiles encapsulate demographics, motivations, and pain points, enabling more personalised and effective engagement strategies.

Jobs to be Done

Identify the tasks your clients or users aim to accomplish. The Jobs to Be Done framework helps you tailor solutions that directly address their goals, enhancing satisfaction and loyalty.

... And more

From detecting key themes, to uncovering unmet needs, the Human-Centred Module offers a range of tools to deepen your understanding of those you serve, fostering stronger relationships and better outcomes.



Premium Module

Marketing

The Marketing Module empowers you to turn conversations into compelling marketing content. It's designed to amplify your message, engage your audience, and drive growth through insightful and persuasive materials.

Content Creation

Generate high-quality blog posts, articles, and social media updates. Transform discussions and ideas into polished content that resonates with your target audience.

Press Releases

Craft professional press releases from product launches or company announcements. Communicate your news clearly and attractively to media outlets and stakeholders.

Case Studies

Turn positive feedback and success stories into persuasive testimonials. Showcase real-world results to build trust and credibility with potential clients.

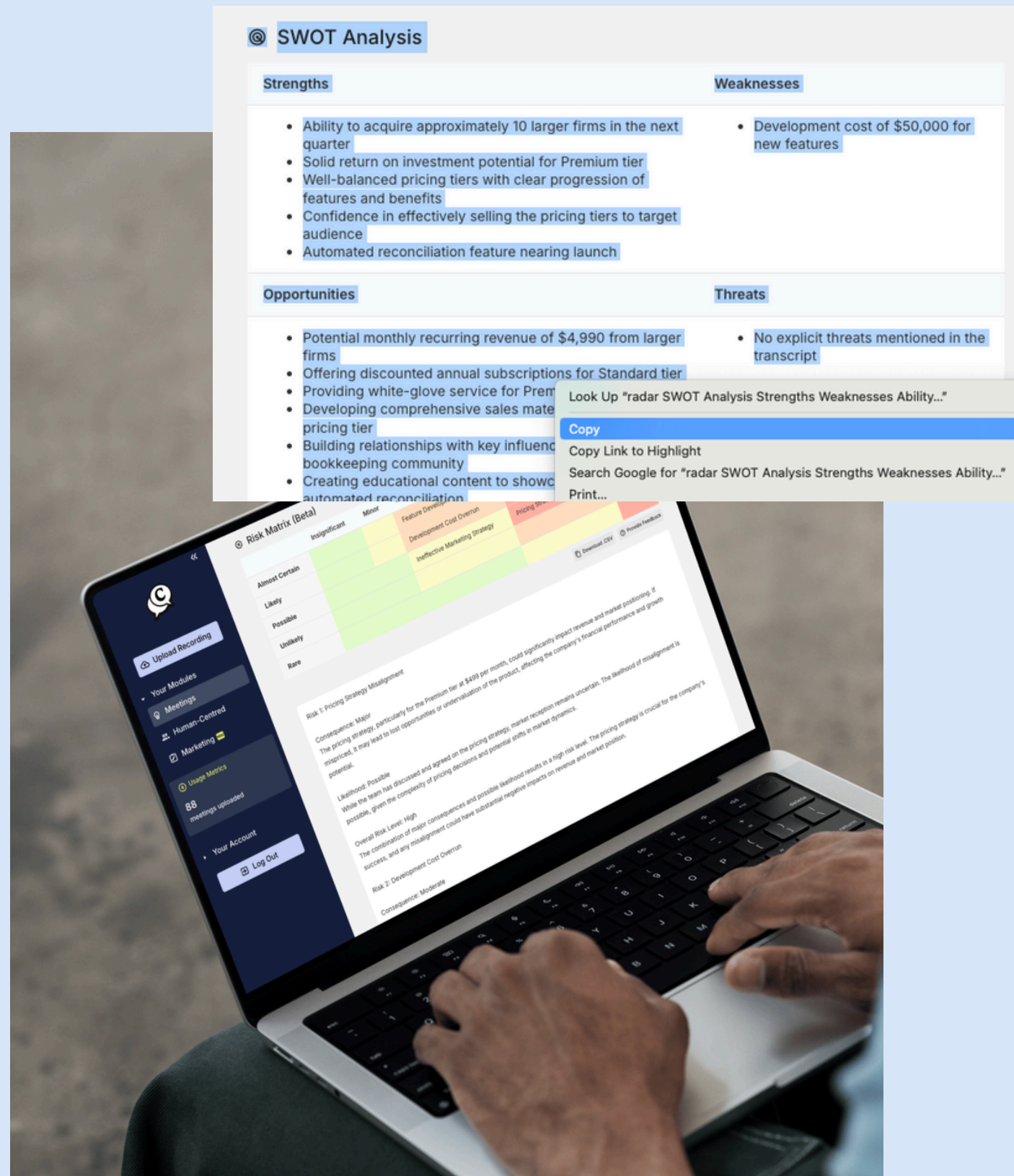
... And more

From surfacing key quotes to creating thought leadership pieces, the Marketing Module provides the tools you need to produce impactful materials that drive engagement.



Step nine

Create and delight



You can also easily copy content directly from the workspace. Highlight an entire table and paste it into your CRM, Word document, or any other tool you use—quick and seamless.

Share polished insights and content in seconds. Impress clients, inspire your team, and streamline your workflow.





Additional

Those that are on **Team** plans have the opportunity to create custom outputs and templates to bake in your team's best-practice. What this can look like:

- HR/Recruitment: Job interviews transformed into bespoke Candidate Reports based on your own report branding, template, insight analysis and writing style.
- Advisory: Client meetings transformed into custom CRM profiles.
- Governance: Council meetings transformed into a specific style of meeting minutes.
- Marketing: Podcast episodes transformed into multiple assets based on best-practice, episode write-ups, social media templates etc.



We're here to help, reach out at any time.

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