

Drafting Stronger Earnings Scripts with AI Tone & Sentiment



The Challenge

Incident Response (IR) teams must balance transparency and strategy; getting tone right, benchmarking competitors, and producing a strong baseline draft are recurring bottlenecks.

The Solution

AI-assisted drafting and optimization for IR content:

- Analyze and tune tone/sentiment; enrich with aligned keywords
- Benchmark against competitor messaging for gaps and alignment
- Auto-generate a baseline transcript for review

The Results

- Streamlined drafting and review workflows
- Clearer, market-aligned messaging
- Decision-ready first drafts

Impact Delivered

- Faster drafting cycles
- Fewer revision rounds
- Better tone alignment
- Faster approvals

Solution Components

- LLM-assisted drafting
- Tone/sentiment tuning
- Competitive benchmarking