

# MIA

## Every Meeting. Every Detail. One Place.

Meetings are where ideas form, decisions happen, and next steps are set in motion. But let's be honest—keeping track of everything is a challenge. Conversations move fast and notes get messy. Rewatching an entire recording might be a time-consuming option. That's where MIA (Meeting Insights Assistant) steps in.

Integrated seamlessly into Microsoft Teams and Zoom, MIA captures, organises, and delivers every important moment from your meetings—so you don't have to. Using the power of Generative AI, it transcribes discussions, highlights action items, and surfaces key takeaways in an instant. No more second-guessing. No more scrambling to remember who said what. Just clear, concise insights that keep you and your team aligned and ready to move forward.



## How Meetings Insight Assistant Works

# 1

**Join the Meeting** - MIA automatically activates when you join a Microsoft Teams or Zoom call using a room or personal device, requiring no extra setup.

# 3

**AI-Powered Transcription** - Key points, decisions, and action items are captured in real time, ensuring nothing is missed.

# 2

**Smart Voice Recognition** - Licensed users are tagged, while non-licensed participants are labelled as anonymous. Names can be edited post-meeting for clarity.

# 4

**Effortless Post-Meeting Summaries** - A detailed summary and full transcript are emailed, ready to review, share, or refine for seamless follow-ups.

# What MIA Brings To Your Business

## Increased Productivity



AI-driven summarisation condenses a meeting into key takeaways in just 45 minutes. With automated highlights and tagging, participants can quickly revisit crucial moments, reducing time spent on reviewing recordings or notes.

## Enhanced Focus & Engagement



By eliminating the need for manual note-taking, MIA allows participants to stay fully engaged in discussions. This leads to more meaningful contributions, better collaboration, and fewer distractions during meetings.

## Faster Follow-Ups & Delegation



Automated action items ensure clear accountability, reducing time spent on post-meeting follow-ups. Tasks can be quickly assigned, streamlining delegation and keeping projects on track.

## Easy Access to Past Discussions



No more scrambling through scattered notes—quickly search and reference what was said in past meetings. This ensures continuity in decision-making and eliminates the risk of misinterpretation.

## Smarter, More Efficient Decision-Making



Key discussion points and outcomes are highlighted in real time, allowing teams to make informed decisions faster—without rewatching entire meetings or waiting for manual minutes.

## Enterprise-Grade Security & Compliance



Built on Microsoft Azure's secure framework, MIA ensures data privacy and compliance with enterprise security standards. Customisable retention policies give organisations full control over data storage and access.



## Features

## Description

### Seamless Multi-Format Meeting Support

MIA captures insights from internal, hybrid, external, and in-room meetings, ensuring every discussion—virtual or physical—is accurately documented.

### AI-Powered Live Transcription

Real-time, high-accuracy speech-to-text transcription ensures every word spoken is captured, eliminating the need for manual note-taking.

### Automated Meeting Summaries & Insights

MIA generates concise summaries of key discussions, decisions, and action items, using AI-enhanced prompts for deeper insights beyond basic recaps.

### Voice-Print Speaker Identification

Automatically tags licensed users and distinguishes between speakers, providing clear attribution for accountability and speaker tracking.

### Smart Action Item & Decision Tracking

AI detects and logs action points and decisions, making follow-ups easier and ensuring tasks are not forgotten.

### Searchable Transcript & Meeting Archives

Instantly locate key discussions using a keyword-searchable database of past meetings, with intelligent tagging for faster retrieval.

### Timestamped Slides & Shared Content

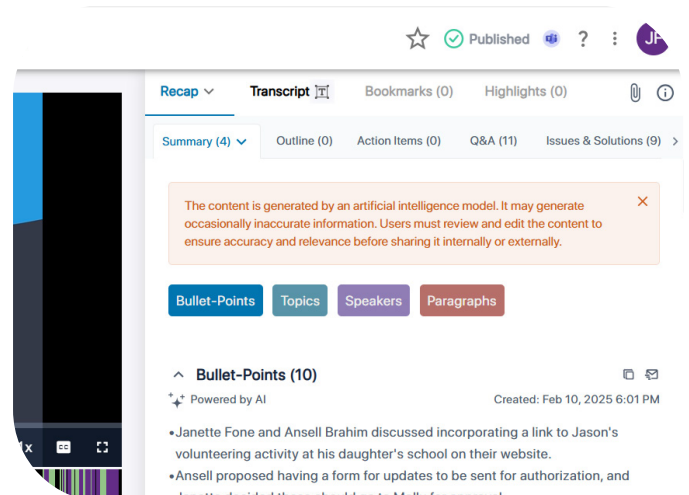
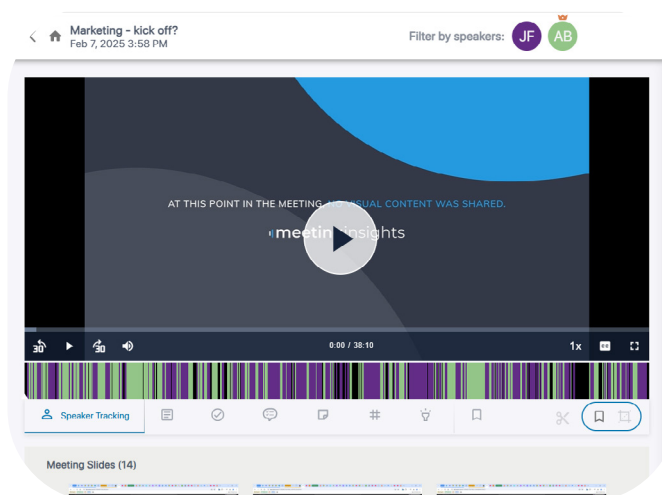
MIA links meeting discussions to presentation slides, shared documents, and other content, allowing users to revisit specific moments with context.

### Microsoft Teams & Room Device Integration

MIA works effortlessly within Microsoft Teams and Zoom as well as supports room devices, enabling hybrid meeting participation without additional licenses.

### Flexible Meeting Privacy & Access Controls

Users can toggle meetings between public or private, ensuring sensitive discussions remain secure while making general meetings easily accessible.



# Use Cases For Meeting Insights Assistant



## Senior Leadership

Make informed decisions faster with clear insights from meetings with customers and partners. MIA identifies key trends—like meeting durations, peak activity periods, and important department interactions—helping create a culture of transparency and inclusivity for both remote and in-office teams.



## IT Departments

Easily integrate MIA with Microsoft Teams, reducing system management complexity. Sensitive meeting data is encrypted and stored locally, ensuring security while allowing employees to share freely without needing to record every conversation.



## Sales Teams

Capture every word, tone, and sentiment from prospects to improve engagement. MIA helps managers provide targeted coaching by analysing past meetings, sharing best practices for handling objections, negotiating, and positioning products—helping new sales reps ramp up faster.



## Product Teams

Understand customer needs firsthand by hearing their exact words. MIA bridges the gap between engineering, marketing, and sales by providing full context from customer interactions. Prioritise high-impact sprints by reviewing key meeting moments—even if you can't attend in real-time.



## Marketing Teams

Create authentic customer personas with real insights from external calls. Capture customer pain points and decision-making processes to craft more impactful content. Use real feedback from customer success calls to shape product messaging and sales materials.



## Recruiting Teams

Make better hiring decisions by sharing key takeaways from candidate interviews with hiring managers. Bookmark important responses for easy comparison and identify top candidates faster. Leverage interview recordings as a training tool to help recruiters refine their skills and improve hiring success.



## Project Management Teams

Spot and resolve project roadblocks quickly by reviewing team meetings. MIA keeps notes, action items, and key highlights in one place, making them accessible to all stakeholders. Share critical updates effortlessly to maintain project momentum.

At Britannic, we provide expert, impartial advice on configuring MIA for seamless integration with meeting room solutions, ensuring optimal efficiency. Our team also offers **customisable AI prompt packs** and tailored guidance to help businesses maximise MIA's functionality based on their specific requirements.

## MIA vs. Microsoft Co-Pilot – The Best Choice for Your Needs

Microsoft Co-Pilot costs £23 per user per month, while **MIA starts at £10 per user per month**.

However, cost is just one factor—features, integration, and usability matter too. As an independent advisor, Britannic provides an unbiased comparison to help you choose the right solution for your business. Our experts ensure you make an informed decision based on your unique needs.

# Talk to the solutions

Britannic are an award-winning specialist in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach has helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce cost.

**Book A 30-Day Free Trial Today!**