

## Agentic AI – Improving CaptureIQ

Capture Critical Knowledge Through Natural Conversation



### Agentic AI – CaptureIQ Overview

CaptureIQ is an **agentic AI capability** that transforms natural voice conversations into structured, reusable knowledge artifacts. Instead of relying on forms, documents, or manual interviews, users simply talk while an AI interviewer guides the discussion, ensures quality, and produces consistent, high-value outputs aligned to a defined intent.

Built to help organizations **preserve institutional knowledge, accelerate knowledge transfer, and generate high-quality assets at scale** without adding friction or overhead.



### The CaptureIQ Solution

An intent-driven, agentic AI interviewer that is fully configurable per conversation and:

- Conducts guided voice conversations
- Steers discussions using configurable rubrics and quality criteria
- Applies purpose-built logic and workflows
- Generates structured outputs automatically

Each interview is configured around a specific intent:

- Define the conversation or session intent
- Configure rubrics and quality criteria aligned to that intent
- Apply purpose-built logic and workflows
- Generate only the outputs required for the intended outcome

**Just talk. The agent handles the rest based on the intent you define.**



### CaptureIQ – Why It Matters

Organizations struggle to:

- Capture critical knowledge before it walks out the door
- Turn conversations into structured, reusable artifacts
- Consistently document projects, ideas, and requirements
- Scale discovery and ideation without adding overhead

**Traditional approaches are manual, inconsistent, and slow.**



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### How CaptureIQ works

**Built on Azure AI Foundry + Azure Live Voice + Power Platform + AI Prompts Deployed to your Azure tenant - your data stays in your environment.**

- **Voice Conversation** - Users interact through a web application using natural speech.
- **AI-Guided Interview** - An agent applies intent-specific prompts and quality steering to guide the conversation.
- **Knowledge Processing** - Transcripts are stored, enriched, and evaluated against configurable criteria.
- **Output Generation** - Structured documents (Markdown, CSV, published assets) are generated automatically.
- **Workflow Execution** - Custom Power Automate workflows handle review, approval, and publishing.



### Core Capabilities of CaptureIQ

- **Voice-Based Sessions** – Natural, conversational knowledge capture
- **Intent-Driven Configuration** – Purpose-built conversations, logic, and outputs per use case
- **Quality Steering** – Rubrics ensure consistent, high-quality outcomes
- **Custom Workflows** – Automate downstream processing and approvals
- **Document Generation** – Markdown or CSV outputs, ready for reuse
- **Knowledge Retrieval (RAG)** – Optional grounding from indexed sources



### Common Use Cases

- **Consulting Case Studies** - AI-guided interviews capture project outcomes and lessons learned, generating publish-ready case studies with built-in review workflows.
- **Sales Win Wires** - Structured conversations capture the full win story, producing standardized summaries for leadership and sales enablement.
- **Knowledge Transfer** - Guided sessions document critical role knowledge and responsibilities, preserving expertise and accelerating onboarding.
- **Innovation Intake** - AI-led discovery sessions capture new ideas, score feasibility, and produce prioritized intake or backlog items.
- **Client Testimonials** - Conversational interviews extract key customer insights and quotes, generating draft testimonial content for approval and publishing.



### Why CaptureIQ?

- **Voice-first** – Share richer insight by talking, not typing
- **Intent-driven quality** – Each session is guided by defined outcomes, not static questions
- **End-to-end automation** – Capture conversations, ensure quality, and drive configurable workflows
- **Configurable and extensible** – New intents, rubrics, and workflows without re-engineering
- **Enterprise-ready** – Built on Azure and Power Platform, deployed within your environment



### Ready to turn your team's knowledge into action?

Contact us at [microsoft@improving.com](mailto:microsoft@improving.com) for a 30-minute discovery call. We'll identify your highest-value use case and show you how CaptureIQ delivers results in just two weeks.