

## **From Earnings Call to AI Answer Box: Making Your Story Discoverable across ChatGPT, Gemini and Search**

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**In 2026, many stakeholders will first meet your company through a summary, not a website.**

**Investors, journalists, jobseekers and even potential partners are increasingly typing questions into AI assistants such as ChatGPT, Gemini and Copilot, or into traditional search engines that surface AI-generated overviews**

**above the organic results. These systems synthesize information from multiple public sources and present a compressed narrative in a few lines or paragraphs, often without the user ever clicking through to your site.**

**That raises a new kind of investor-relations question: when AI is asked about your company, what story does it tell?**



## What AI actually “sees” when it looks at your company

Modern AI systems and enriched search experiences draw on a wide range of machine-readable content, including:

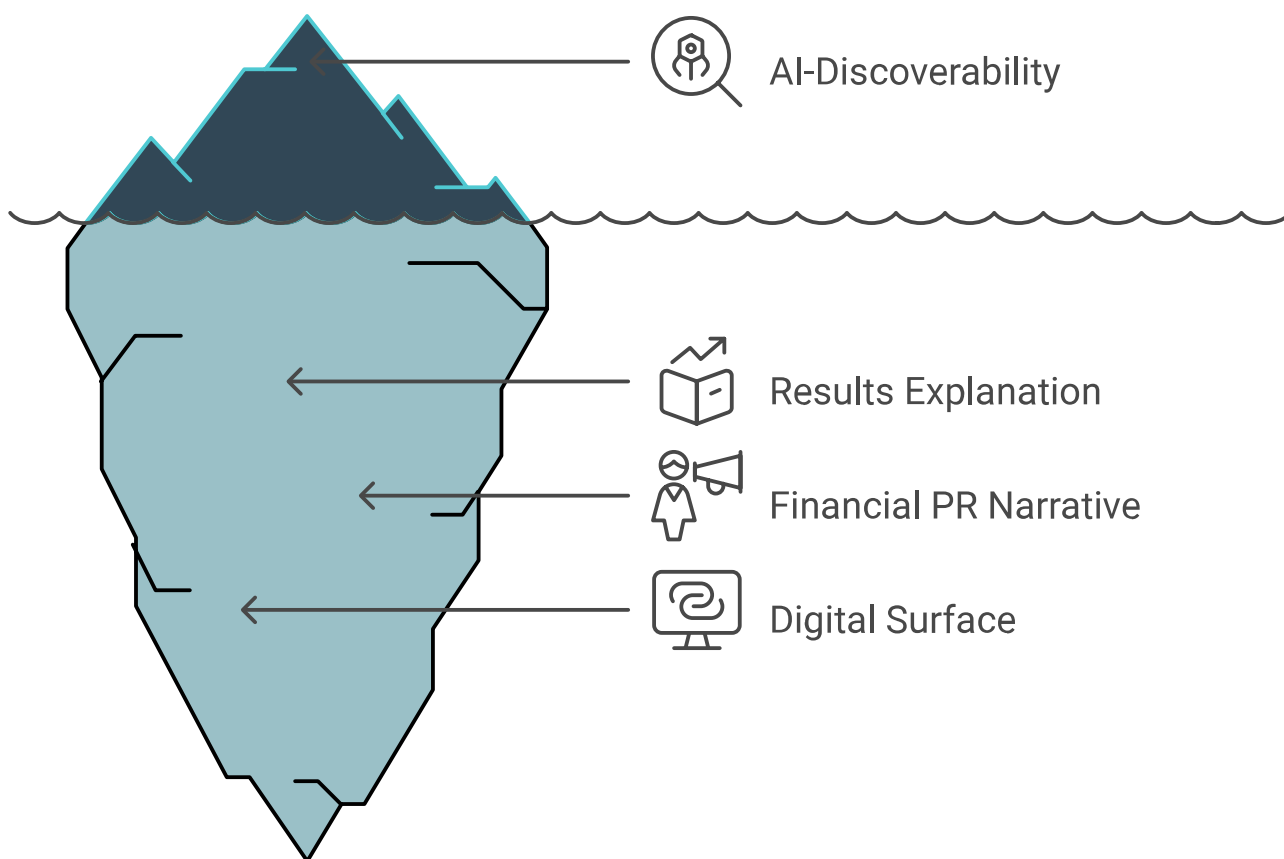
- your corporate website and IR section
- stock-exchange filings and annual reports
- earnings-call transcripts and results presentations
- ESG and BRSR disclosures
- prominent news coverage and interviews

- structured data on products, geographies and financials

If these sources are fragmented, inconsistent or outdated, the model is forced to guess at the centre of gravity. The result may be a shallow, incomplete or even misleading summary of how you create value, where your growth is coming from and how you manage risk.

Traditional tools focus on distribution: another press release, another newswire, another channel. In an AI-mediated environment, distribution still matters, but the quality, consistency and reusability of your **core narrative** matter more.

## AI-Discoverability: Unveiling the Hidden Depths





At Dickenson, we see three levers that determine whether your company is “AI-discoverable” in a way that serves the Board, the CFO and long-term investors:

1. the way your **results are explained and documented**
2. the **financial PR narrative** that echoes across analysts and journalists
3. the **digital surface** of your story on owned channels

**That is where ElevEase, Financial PR and MarCom Studio intersect.**

### **ElevEase: turning your earnings call into structured, reusable content**

For many stakeholders, the quarterly or half-yearly results conversation is still the most authentic, high-signal event in the communication calendar. It is where management frames performance, explains deviations, and sets expectations. Yet, in many organisations, that rich discussion is not fully captured or reused.

ElevEase is designed to change this.

A well-structured results webinar does more than share slides and commentary. It creates a **high-fidelity record** of how management talks about:

- revenue and margin drivers
- capital allocation
- order book and pipeline visibility
- regulatory or policy developments
- sustainability and transition plans

When the session is professionally moderated, tightly scripted around a small number of repeated value messages, and supported by clean audio, video and presentation assets, it becomes the raw material for AI-ready content.

From a single ElevEase event, you can derive:

- a cleaned and edited transcript
- a time-coded index of Q&A
- quotes that are consistent with your MD&A wording

**ElevEase.**

ELEVATED CALL HOSTING SOLUTIONS FROM

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**ElevEase.** Practitioner-led quarterly results webinars with video and audio, custom branding, moderated Q&A, participant registration and training, recording and transcription.

**Add-ons as required:** targeted outreach, senior IR moderation, narrative review and investor-deck finalisation, real-time updates post board adoption, and post-event reporting.

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- FAQs addressing the most common investor concerns
- short explainer paragraphs that can be used on your IR pages, factsheets and presentations

All of this is highly legible to both human readers and AI systems. It ensures that when models draw on transcripts, filings and web content, they find **the same strategic messages expressed in compatible language**, rather than one story in the call and a different story in the annual report.

## **Financial PR: curating the narrative that external sources repeat**

AI models are also influenced by what is said about you in trusted third-party sources: business media, sector commentary, interviews, thought-leadership pieces and conference coverage. Well-executed Financial PR does not chase every headline; it curates a small number of themes and reinforces them over time.

For issuers, this means aligning:

- the wording of press notes and media backgrounders
- the language used in the MD&A and CEO/CFO messages
- the talking points used in interviews and non-deal roadshows
- the descriptors used for your business model, end-markets and competitive position

The objective is not to manufacture hype. It is to ensure that coverage in reputable outlets reflects the same fundamental narrative that underpins your AR, BRSR and earnings communication. When this happens, AI models that ingest those articles and combine them with your filings are more likely to converge on a clear, accurate description of the company's role, strategy and performance.

In other words, Financial PR becomes a way of **reducing noise around the signal you want AI and human audiences to pick up.**

## MarCom Studio: building an AI-readable surface for your story

Even the best results webinars and Financial PR programmes will underperform in an AI-mediated world if the company's own digital surface is thin, fragmented or hard to parse.

MarCom Studio exists to solve the last mile between capital markets narrative and digital execution. That includes:

- reworking dense AR and MD&A language into clear, structured web pages
- creating "How we create value", "Our growth drivers" and "Capital allocation" sections that align with the six-capital or integrated thinking frameworks you apply in your reporting
- designing visual assets that explain your value chain, project pipeline, margin levers

or transition plans, supported by alt text and appropriate metadata

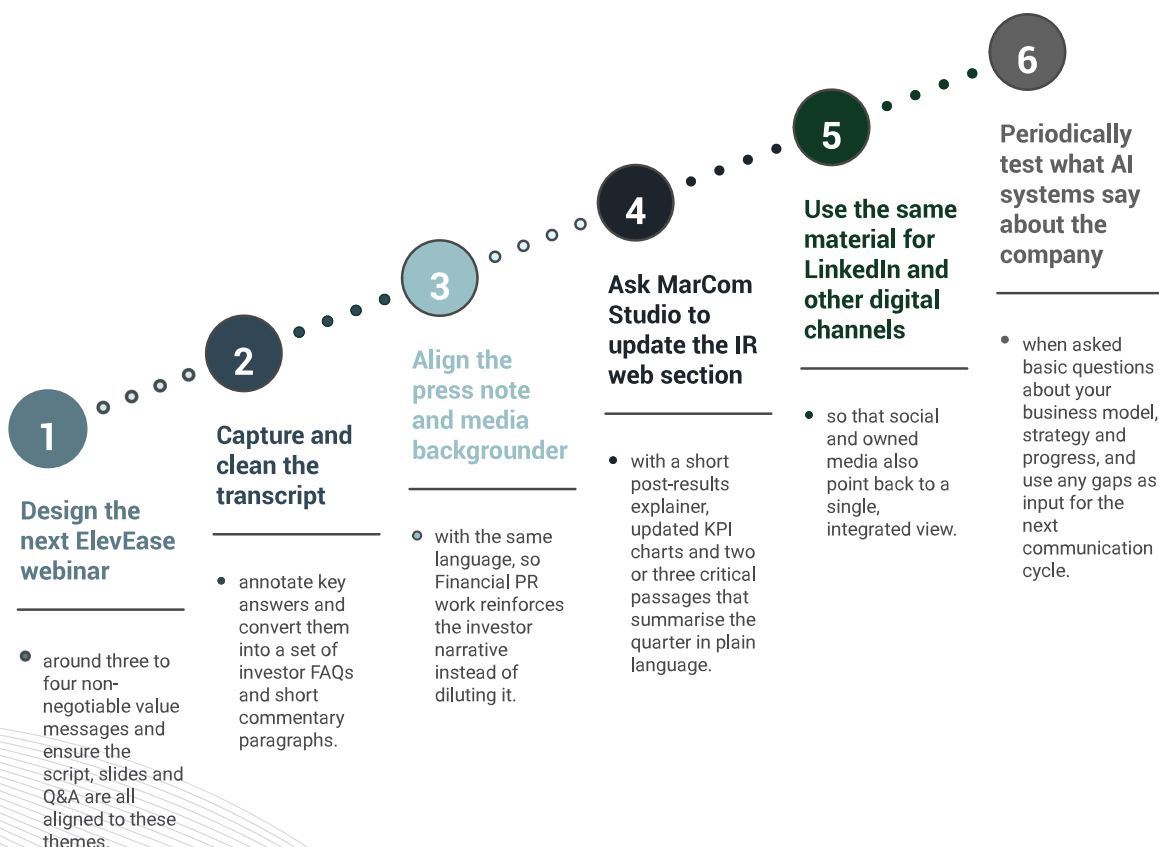
- ensuring that your IR and sustainability content is logically structured, internally linked and technically optimised for search and AI consumption

The aim is not to chase keywords; it is to make the company's own view of its identity and priorities easily accessible to any system summarising the public record.

When ElevEase, Financial PR and MarCom Studio are coordinated, you move from isolated activities to an integrated content spine:

- one version of the growth story
- one articulation of risks and mitigants
- one coherent capital-markets narrative, echoed across calls, articles, decks and web pages

## A practical pathway: from one results day to an AI-discoverable content spine



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## A practical pathway: from one results day to an AI-discoverable content spine

For many issuers, the most practical starting point is the forthcoming results cycle. A simple, repeatable process could be:

1. **Design the next ElevEase webinar** around three to four non-negotiable value messages and ensure the script, slides and Q&A are all aligned to these themes.
2. **Capture and clean the transcript**, annotate key answers and convert them into a set of investor FAQs and short commentary paragraphs.
3. **Align the press note and media backgrounder** with the same language, so Financial PR work reinforces the investor narrative instead of diluting it.
4. **Ask MarCom Studio to update the IR web section** with a short post-results explainer, updated KPI charts and two or three critical passages that summarise the quarter in plain language.
5. **Use the same material for LinkedIn and other digital channels**, so that social and owned media also point back to a single, integrated view.

Because earnings narratives are already Board-approved and publicly disclosed, routing marketing content through the same source of truth improves control, auditability and confidence across regulatory and stakeholder communications.

**6. Periodically test what AI systems say about the company** when asked basic questions about your business model, strategy and progress, and use any gaps as input for the next communication cycle.

None of this replaces the discipline of accurate reporting, compliance with listing regulations or high-quality MD&A drafting. It simply recognises that in 2026 and beyond, your stakeholders will increasingly rely on systems

that read everything and compress it into a few lines. Companies that design their narrative so it is consistently expressed across results webinars, Financial PR and digital content will be better placed to ensure that those lines are both accurate and fair.

If AI is going to summarise your company anyway, it is worth investing in making sure it is summarising the story you intended.

*Kinneri is an Economics Major graduate, with minors in Liberal Arts and Business Study from NY University (NYU). She joined Dickenson full-time in May 2016 as an Associate Consultant within the firm's Investor Relations practice, and as an Editor for the Corporate Reporting practice. Since then, she has successfully developed strong skills in developing investor presentations, in Bloomberg/ Factset data mining, News Release preparation, IR Analytics, Investor Targeting reports and curating the content's team work for the Corporate Reporting and Financial PR practices of Dickenson. In February 2017, she took up the responsibility of seeding the company's UK presence and based herself permanently in London. As a Director of the company's UK arm, she is currently responsible for developing the firm's business in the North Atlantic markets.*

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