

Which leads are ready for sales? Just ask with Conversica.

Seamlessly integrated with Velocify LeadManager



What

- An automated sales assistant manages personal, two-way email dialogues using artificial intelligence to qualify leads and alert sales

How

- Determine a lead's readiness for sales by engaging in a human conversation with them via email
- Add leads to Velocify, act based upon Velocify filters, and the AI platform manages the conversations
- Automatically update status of lead engagement and email dialogues in real time in Velocify

Why

- Boosts sales by ensuring sales reps spend their time talking with people who want to talk with them
- Gathers critical business intelligence from prospects, who both respond more readily and share critical information such as phone numbers, best times to call, and intent to buy
- Sends hot lead alerts to Sales after identifying interest from email responses



Using Conversica with Velocify

Conversica brings a powerful human dimension to lead management. Rather than relying on guesswork and predictions, Conversica identifies the best leads by asking them – and they answer.

Conversica ensures that every single lead is followed up on and that salespeople spend their days talking with the ones who want to talk with them. Add to that Velocify, which ensures that they do so as quickly and optimally as possible, and you have a powerful lead conversion combination.

Conversica and Velocify together bring more speed and control to the entire sales process, helping teams prospect with more precision, accelerate lead engagement, and implement optimized workflows, ultimately helping sales teams find and convert even more leads.

Get a personalized sales experience at superhuman scale

Conversica's automated sales assistant opens up an email conversation with each lead to determine purchase intent, while the Velocify platform swiftly assigns the appropriate qualified leads to a sales team and guides that team on the how, why, and when of converting that lead into a buyer. The Conversica-Velocify combination essentially drives a personalized sales experience at scale.

MESSAGES FROM CONVERSICA

Sunday, 6:36 p.m.

Dear Roger,
I see you downloaded starter edition, and I wanted to thank you for that. I'd like to talk to you about some upgrade options. Are you available to speak during regular business hours?

Thanks a bunch,
Alex

Sunday, 7:43 p.m.

Dear Roger,
Our sales manager Mike, would like to give you a call. Is 555-555-5555 the best number to reach you during the day?

Thanks and have a great day,
Alex

Thursday, 2:15 p.m.

Dear Roger,
Hi Roger, I just wanted to follow up and make sure Mike was able to help you. Did he contact you?

Have a good day,
Alex

RESPONSES FROM LEAD

Sunday, 7:10 p.m.

Hi Alex,
I'm in full day meetings Monday and Tuesday but the rest of the week is good

Thanks,
Roger

Monday, 8:51 a.m.

Alex,
My cell is 333-333-3333. That's probably better. It's always with me.

Roger

ALERT SALES REPRESENTATIVE

Thursday, 5:17 p.m.

Hi Alex,
Yes he did. We spoke yesterday afternoon, and I think we're going to upgrade to the pro edition. Thanks for all your help

Roger

AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

Integrates seamlessly with Velocify

Conversica integrates easily with Velocify using published APIs.

- Using your criteria, create a filter that identifies which leads you'd like Conversica to begin engaging in human conversation.

- Conversica will keep you fully updated in Velocify via its custom status fields and messaging fields: Which leads are hot, which are at risk, which require action.
- You can also automatically leverage this information within Velocify – for example create a filter that says "If this lead is a Conversica hot lead, assign it to this sales rep."

- The full back-and-forth email conversation with each lead is available in the Velocify lead record, in Conversica's dashboard, in optional email alerts and in your CRM system.

How to set up Conversica with Velocify

Setting up Conversica and Velocify to work together is extremely easy: You simply provide an admin-permissioned username and password (either new or existing), and the integration kit takes it from there, automatically logging in, establishing communications and creating custom Velocify fields. For you, no complicated instructions or cumbersome field creation – the process is fully automated.

Thereafter, whenever Velocify directs it to do so, the Conversica automated sales assistant engages the lead, gathers information and sends status updates and hot-lead alerts based on a workflow you set. You can use all the information uncovered from the lead to manage workflows and send alerts.

Subscription and Implementation

Like Velocify, Conversica is a cloud-based software-as-a-service (SaaS) application, so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of lead management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 11,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit www.conversica.com and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [@myconversica](#) on [Twitter](#).