



Customer

CenturyLink (NYSE: CTL) is a global communications and IT services company focused on connecting its customers to the power of the digital world

Challenge

Increase outreach volume and improve lead flow

Conversica Solution

Conversica's AI automated sales assistant with unlimited bandwidth

Conversica Virtual Personas

Angie and Ashley

Conversica Assists

- 2,000% return on investment each month
- 120-400 additional qualified leads each month
- Massive outreach to targeted audience segments

CenturyLink Heats Up Warm Leads for a 20-to-1 ROI with Artificial Intelligence from Conversica

CenturyLink is the third-largest telecommunications company in the United States, offering network and data systems management, big data analytics, managed security services, hosting, cloud, and IT consulting services. With operations in 99 countries, the company provides broadband, voice, video, advanced data and managed network services over a robust 265,000-route-mile U.S. fiber network and a 360,000-route-mile international transport network.

Kate Cindric Federhar is Manager of Marketing Operations for the business division of CenturyLink, overseeing everything from marketing automation, warm lead programs, and lead flow automation, reporting, and analysis. Warm leads are the focus of the programs that Federhar manages, and a prospect is considered one only after having been asked to be contacted. These warm leads can come from the website via lead capture or chat, 1-800 numbers, outbound telemarketing, and search engine marketing as well as email campaigns.

"For us, lead-to-sales conversion is very much a volume play," Federhar explains. "The more leads we can get into the top of the funnel, the more business we'll end up with, so we looked for marketing technology to help us with that." CenturyLink chose the Conversica Artificial Intelligence-powered sales assistant that uses human-like, two-way email conversations to automatically engage and qualify leads, freeing up sales reps to close more business.

"With Conversica, we've hugely increased our follow-up email volume, enabling us to get smarter by strategically reaching out to more prospects overall, including audience segments we had typically overlooked," Federhar notes.

Overcoming objections with overwhelming success

CenturyLink started using Conversica by reaching out to smaller prospects who did not have an assigned sales rep. "We dipped our toes in the water by picking those accounts that aren't

"We now use Conversica to contact 90,000 prospects every quarter. This is a huge volume, and the biggest benefit is that we can do it quickly. With Conversica, we're able to have a real conversation with each one, a personal email thread that can really cut through the clutter and get people's attention."

*Kate Cindric Federhar
Manager of Marketing Operations, CenturyLink*



touched very often and using Conversica to get them to feel like they have a personal relationship with us," she says. "We also wanted to start slowly in order to be sensitive to the feedback from the sales reps, because we heard pretty much every objection in the book, such as: 'I don't want somebody touching my account because it's my account. Conversica can't sell as well as I can. I'm unsure of the software. I don't think this is going to work. How is this going to work with Marketo?' They were unsure of everything. So we started slowly to make sure everything worked properly and that we didn't break anything."

Seamless integration with Marketo

CenturyLink considered how to make Conversica a seamless part of their lead flow process - it was important that Conversica integrated with Marketo, as all their campaigns flowed through the marketing automation tool.

What they discovered was that both tools worked together perfectly.

In addition to being able to create their own alerts from Marketo to push to sales reps, they were also able to easily add leads to lists that were synced with Conversica. According to Federhar, "There's no need to manually forklift a file; it makes my life so much easier. If I'm able to make sure that it all happens automatically, I can have our people focus on more important things.

The company started with having their Conversica virtual team members, known as Angie and Ashley, set up calls from 300 leads for four reps. "We sat in on every call

and by the end, the quality was so good that the team was asking how they could get more Conversica leads," Federhar recalls. "They actually wanted Angie to work with them personally. Now I've got sellers calling me all the time asking 'Hey, can I get more of Angie's time?'"

CenturyLink grew their use of Conversica from that initial success. Angie and Ashley handle leads from multiple programs, such as those generated through new product launches, tradeshows and events, and other programs that generate a list of leads to be followed up with.

Massive outreach cuts through the clutter

"It can take telemarketing a month to follow up with 800 leads, but it takes Angie just a week or less. This enables us to do everything much faster than before," Federhar notes. "If we don't think a prospect is ready for telemarketing, we send them through Angie, because she can process so many leads so much faster. She doesn't need a day off, she doesn't take breaks, and she's less expensive than a person who simply cannot do as much."

Federhar explains: "Angie is my sales team's assistant, the person who is emailing and trying to acquire leads in abundance for my sales team. She is just like a telemarketer or an appointment setter, able to have a two-way conversation. In fact, Angie is so smart, she can digest what people have said and the information they've given her and get them to a point where they're ready to talk to a seller."

"We now use Conversica to contact 90,000 prospects every quarter," Federhar elaborates. "This is a huge volume, and the biggest benefit is that we can do it quickly. We've got Conversica plugged into our Marketo instance, so what we're able to do is get people through just a nurture, to a certain point, and then send them over to Angie and Ashley. We had tried other ways to solve the problem of volume, with email nurture and telemarketing, and we're still doing that, but with our Conversica virtual team members Angie and Ashley, we're able to have a real conversation with each one, a personal email thread that can really cut through the clutter and get people's attention."

Delivering incredible ROI at scale

Being able to follow up at scale means that Conversica identifies and delivers 30-100 qualified leads each week who are ready to engage with sales. This guarantees a steady stream of leads that the sales team actually looks forward to and, according to Federhar, "gives us a 20-to-1 ROI on a monthly basis. The value is really incredible."

"It's been wonderful working with Conversica; the company is much more than a vendor to us—more like a partner," she concludes. "We needed them to come to us and tell us how we can do more, how we can use the system further, what we can push, what we are not doing right now. It's been very helpful to be able to push the tool as far as we can. And the results speak for themselves: Angie and Ashley have been so integral to the success of the lead outreach program that I actually had to add them to our corporate directory!"

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 conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of lead management software for marketing and sales organizations that leverages artificial intelligence. 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 has engaged in millions of human-like conversations on behalf of thousands of sales representatives.

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