

Let AI help find your next customer. Prioritize thousands of leads and shorten the sales cycle. Seamlessly integrated with Salesforce



What

- A virtual sales assistant engages and qualifies leads, using artificial intelligence to manage personal, two-way email dialogues

How

- Determine a lead's readiness to purchase by asking questions via email
- Add leads to a Salesforce campaign, and the AI platform manages the conversations
- Automatically update Salesforce lead records with status and email dialogues in real time

Why

- Prioritizes leads so sales representatives can focus on the leads who are ready to buy
- Finds the hidden gems among your leads and alerts sales to hot leads
- Gathers valuable information prior to the first sales call
- Reports on at-risk leads and provides insight into performance of lead sources and sales reps



AppExchange Program
PARTNER

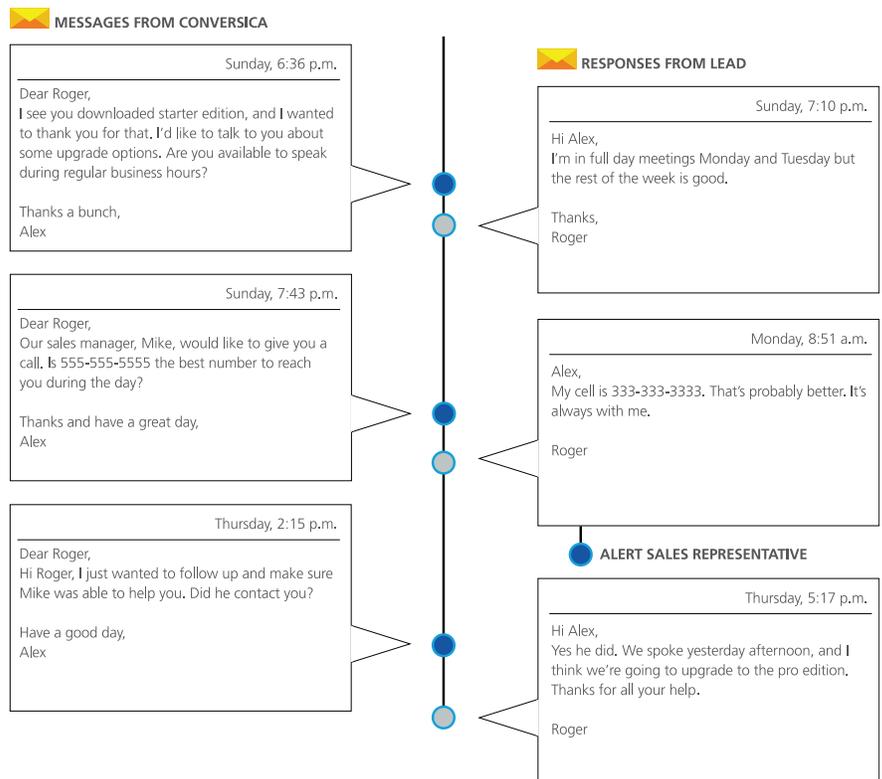
Using Conversica® with Salesforce

Salesforce and Conversica® integrate to allow AI technology to identify and engage your best leads. The AI persona acts as a virtual assistant for growing sales teams, allowing your team to focus on the leads most likely to convert into sales opportunities.

Rather than relying on guesswork, Conversica identifies the best leads by asking them – and they answer.

Your AI converses with leads from Salesforce campaigns, engaging and qualifying them via natural, two-way email conversations. Conversica sends simple messages to leads that elicit genuine responses. The leads respond, revealing level of interest and details about the purchasing decision.

The AI interprets the content and tone of the responses and takes next steps, such as asking for the best phone number or best time to call, or stopping the conversation. Hot leads are sent to sales immediately as an alert, as a task on the lead or contact record, and also in Chatter.



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

Focus your sales reps on leads who are ready to buy

Your virtual sales assistant finds out a lead's intent and arranges a sales call for leads that want to move forward in the sales process. She then alerts sales and follows up a few days later to make sure the lead received a call.

Integrates seamlessly with Salesforce

Easily installed from the AppExchange, Conversica works seamlessly with Salesforce and the Salesforce1 mobile app.

Within Salesforce and with the Salesforce1 mobile app you can

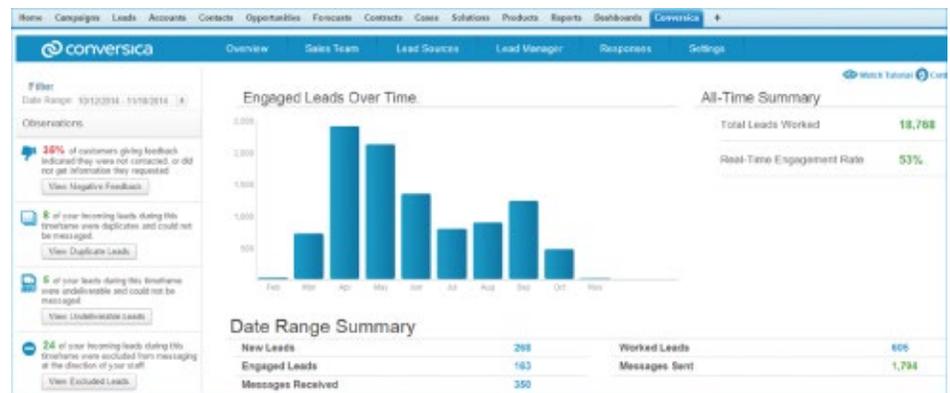
- Access the Conversica dashboard to view the status of all leads
- Manage lead email responses, view two-way email conversations with leads, and link to more details
- See which leads have responded with intent and have provided their best phone number
- Report on hot leads and leads at risk
- Check the status of leads worked by Conversica
- Read responses in the lead record, in email notifications or in your Chatter feed and take action on new posts.

Easily set up in Salesforce

When you add a lead to a Salesforce campaign enabled with Conversica, the AI persona engages the lead, gathers information and sends status updates and hot-lead alerts to sales. Your account manager will walk you through the steps to set up the Conversica app in Salesforce. You'll identify users, add the Conversica tab to Salesforce, configure the app in a few steps, and then add Conversica's messaging viewer to the lead and contact page.

Subscription and Implementation

Like Salesforce, Conversica is a cloud-based software-as-a-service application, so no on-site installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. Conversica is a subscription service with a variety of tiers to meet your needs.



Click the Conversica tab within Salesforce to review overall performance metrics for leads, lead sources and your sales team, and identify leads at risk that may need corrective action..

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 12,000 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](#).