



## Customer

Zend Technologies, the leading provider of enterprise-grade PHP solutions, Cupertino, CA

## Challenge

Increase inbound lead conversions via more persistent and consistent engagement

## Conversica Solution

Conversica's **AI Sales Assistant with Unlimited Bandwidth**

## Conversica Virtual Persona

Nicole

## Conversica Assists

- Brought "dead" C and D leads back to life with a full 18% engagement rate
- Enhanced customer experience via human conversations
- Improved opportunity creation across old and new leads

## Zend Technologies Brings "Dead" Leads Back to Life with a Full Eighteen Percent Engagement Rate

Zend Technologies was founded by the co-authors of PHP (a widely-used open source scripting language that is used in almost 50% of all web development), and continues as a dominant entity behind PHP. Zend is also the leading provider of enterprise-grade PHP solutions and support for development leaders, DevOps and developers. Zend's customers use its products to improve application performance and quality, speed up release cycles and mitigate risk.

Collecting incoming leads is important but so is finding a way to leverage them. Zend was no stranger to this challenge: PHP's popularity – there are some seven million PHP developers – was resulting in a very strong flow of new leads, to the point where Zend was finding it impossible to follow up with them constructively. Their first attempt at a solution was a traditional multi-modal multi-touch arrangement, mandating that each rep make five phone calls, leave five voicemails, and send five emails, each ostensibly with different content. But it proved impractical to implement and manage. "People like to say they do it but often they don't. As with most reps, ours were making only one or two calls, they were cherry-picking leads, etc. So I knew for a fact that we were not getting the coverage that we needed," says Stu Schmidt, Zend's President. "So problem number one was, how to ensure we touch every lead."

Complicating the dilemma was a huge variation in the leads' quality, because PHP is used by everyone from students and hobbyists writing small personal websites, all the way to the largest enterprises writing mission critical corporate applications. "So we had a lot of leads coming in and we knew for a fact that not all of them were what we'd consider 'good' leads." Moreover, it was often difficult to sift those good leads from the bad. "Because sometimes people don't tell the complete truth when they fill out a form. For example someone might say 'I'm an individual' when in fact they're the VP of Application Development for a 5000-person company – which actually happened to us!"

*"We've tried predictive analytics tools, email automation tools and automated dialers, and frankly the amount of lift we got from all of those technologies combined was not as great as we're getting from Conversica."*

*Stu Schmidt, President, Zend Technologies*

"This all led to us thinking, gee, there must be another way to touch all these people, to address and assess all these leads, without having to hire another twenty SDRs." So they decided to give Conversica® a try.

### The Conversica solution

"When we first turned on Conversica, as a test we pointed it at our worst leads – which admittedly is not a fair thing to do. No test should take your worst stuff and compare it with your good leads that you're already working on."

"But we wanted to play it safe so we turned it onto our C and D leads. Literally within days, we started to get engagement back from those C and D leads, which blew everybody away." He continues, "Because frankly, these leads never would have been called by anyone. They would have been put right back into Marketo nurturing. And frankly they may never have been talked to and we'd have left opportunities on the table."

"One example I like to use, early on we had our Conversica 'assistant' Nicole just simply asking old leads a very simple question: 'Hey I noticed you downloaded Zend Studio. Would you be interested in talking with one of our experts about Zend Server in production?' Very simple question. And we were expecting our C's and D's to be almost 100% no, not interested." But the results were surprising. "Within two or three days we started to get very good engagement! One really great example is the aforementioned gentleman from the

large company in Texas, 5000 people, who in the form said he's an individual, not associated with a company, but Nicole engaged anyway. She asked the simple question and he came back with 'your timing is really good, I'm responsible for application development at my company, and we're marching down the path of a big PHP application, and I want to know a way to make it enterprise-grade.'"

"And we would have never called him."

### Conversica assists

"Already on average, believe it or not we're running an eighteen-percent engagement rate on this 'tough stuff', where I was expecting it to be under one percent." Stu thinks he knows why. "The response rate is so high because it is obviously very personal. It's not coming across like 'this is a contrived marketing email to try to sell me something'. No target audience likes to be 'sold to,' but especially our target audience. They don't want fancy design, they want the meat, they want to get right down to it and would rather interact with a person," he says. "And their interaction with Conversica is very, very personal, to the point that we're getting some very amazing responses back. Like after the third email, we had one guy respond 'Nicole you're just too good to me.' It just lowers the defensive barrier that people naturally have."



"The humanity of the dialog is uncanny, how she can actually interact in a way that brings people into the conversation and keeps them in the conversation. And then she introduces the sales rep at exactly that magic moment when someone says 'yes I want to have a conversation.'"

Stu concludes, "We've tried predictive analytics tools, email automation tools and automated dialers, and frankly the amount of lift we got from all of those technologies combined was not as great as we're getting from Conversica. None of them have had anywhere near the engagement rate, nor the opportunity creation rate. No joke."

### 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](mailto:sales@conversica.com) or visit [www.conversica.com](http://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](http://www.conversica.com) and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and @myconversica on [Twitter](#).