

Sutter Shared Services Enjoys Near-Unlimited Lead Outreach Capabilities Thanks to Conversica AI Assistant



Customer

Sutter Shared Services (S3) provides health management and administrative services to physician groups and health systems across the nation.

Challenge

Enable the lean S3 Business Development team to engage with a large number of Sales leads and manage Sales outreach effectively.

Conversica Solution

Conversica's Sales AI Assistant

Conversica Virtual Persona

Amber

Conversica Assists

- Unlimited scalability in an affordable manner
- 25% engagement rate
- Finding the right person to speak with in an organization
- Clear and consistent conversations

Sutter Shared Services Streamlined Outreach for Their Health Management Services with Conversica

Sutter Shared Services (S3) provides back-end administrative services to physician groups and health systems across the nation. Their target audience includes large-scale healthcare providers who want to build their own contact center and those who are looking to enhance the patient experience by delivering after-hours answering services and clinic access.

Sutter Shared Services benefits from years of experience providing and perfecting these services for external groups as well as groups within Sutter Health. But with a steady volume of leads from trade shows, webinars and interest outreach, it would be nearly impossible for the S3 Business Development team to engage with every lead.

In an effort to improve and streamline outreach, the team adopted Conversica's Sales AI Assistant.

Conversica Fortifies Lean and Mean Team within Sutter Shared Services

Chief of Business Development John Bennett operates a "lean and mean team" within Sutter Shared Services (S3). While the team initially experimented with traditional Sales models of hiring Business Development reps to handle incoming leads, budgetary realities prevented the team from growing at a rate necessary to meet demand. Fortunately, the S3 Business Development team was introduced to Intelligent Virtual Assistants by Paul Sathis at Conversica partner Bolster, and decided to adopt a Conversica Sales AI Assistant.

"I've been in this position at Sutter for five years," Bennett said. "My only wish is that Paul walked into my office the day I got here."

"It is so exciting for me to see Conversica in action... I am absolutely blown away by its capability."

John Bennett
Chief of Business Development, Sutter Shared Services



Pre-Event Outreach

Reach out to drive attendance and schedule meetings ahead of trade shows and events



Post-Event Engagement

Connect with leads as the first point of contact following an event or trade show



Re-Activate Dormant Demand

Proactively initiate contact with prospects who previously expressed interest but went untouched or unresponsive

“Conversica came at a perfect time for us to take advantage of it. It’s low cost [and] extremely efficient.”

John Bennett

Chief of Business Development,
Sutter Shared Services

Event Outreach Enabled by Intelligent Virtual Assistants

The principal use case for Conversica within Sutter Shared Services (S3) is pre- and post-event outreach focused around a number of trade shows that S3’s Business Development team attends each year. When operating a trade show, the team concentrates on creating a festive environment to entice visitors to their booth. While traditional models necessitate long conversations at the booth and time-consuming follow-up calls and emails to leads who may not respond, Conversica streamlined the process at every stage.

The S3 Business Development team uses an iPad to capture attendees’ contact information at the booth where visitors play for prizes, receive gifts or are otherwise incentivized to share their information. Automation adds this data into Salesforce so a first-touch email can be sent, and then Conversica handles the rest. This straightforward, yet powerful process allows the team to touch hundreds of leads without spending a lot of money, time or resources. While the S3 Business Development team still uses Salesforce Pardot for traditional email blasts, they’ve seen an average increase of 20-25 percent in engagement rates with Conversica added into the mix.

“Conversica came at a perfect time for us,” Bennett said. “It’s low cost, extremely efficient and it has fit into an overall automation story, which we are trying to achieve across the organization.”

Having very specific targets for its services is one of the challenges facing the S3 Business Development team. Touching base to qualify and vet leads would require a great deal of time and energy from employees with relatively few results. Fortunately, Conversica’s AI Assistants are persistent, consistent, and polite—no matter how many leads need to be touched.

The S3 Business Development team uses Conversica’s AI Assistant “Amber.” As an Intelligent Virtual Assistant, Amber never gets tired, never takes a sick day and has near-unlimited lead outreach capabilities. This makes Amber and other Intelligent Virtual Assistants the perfect virtual coworker for people who need to spend their time and resources on more rewarding or complex tasks.

Intelligent Virtual Assistants Ensure Clear and Consistent Conversations

One of the significant benefits Conversica’s Intelligent Virtual Assistant offers Sutter Shared Services (S3) is clear and consistent communications. Thanks to Conversica’s years of experience, machine learning capabilities and understanding of psychology as it relates to conversations, the S3 Business Development team is confident in Amber’s ability to communicate with potential clients and move them along the Sales funnel.

“Conversica is crafting the perfect conversation with a client,” Bennett said.

Amber’s conversations feel so authentic that leads believe they are speaking to a real person. Because the S3 Business Development team integrates Conversica with Salesforce, the team can see the conversations Amber is having within the Salesforce application. Once communication is established, Amber continues to nurture leads until they are ready to speak to the direct Sales team.



“We are a direct Sales team and we see no need to change that,” Bennett said. “The conversations coming from Amber are good. They warrant my attention. So, Amber does all the hard work, all the chase, and conversation, and I get the hot leads sent to me every day. Once we got Conversica running—which was actually pretty easy—the results spoke for themselves.”

Bennett is so impressed with how Conversica has assisted his team at Sutter Shared Services, he recommends it to everyone he talks to: “I am a Conversica super fan and I love pitching it to people. If they just try it and see what it’s all about, it’ll blow their minds.”

About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants for business, helping organizations augment their workforce to attract, grow and retain customers. The flagship Conversica® Sales AI Assistant helps companies find and secure customers more quickly and efficiently by autonomously contacting, engaging, qualifying and following up with leads via natural, two-way conversations. Reaching out to over 100 million people on behalf of thousands of companies, Conversica’s AI Assistants are built on a proven and patented platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage prospects over multiple communication channels and in multiple languages. Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Equity, Kennet Partners and Toba Capital and is headquartered in Foster City, CA.

To learn more visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#), and [Facebook](#).