Turn Leads into Meetings and Build Healthier Pipeline Faster

What

Conversica AI Assistants for Conversational Sales automatically contact, engage, and qualify all your inbound leads handed over to sales via two-way dialogue over email or SMS text messaging.

Why

- Increase the number of hot leads handled by each of your Sales Reps
- Expand Sales team capacity to deliver prompt, persistent, and personalized messages to leads at scale
- Improve visibility and accountability of your Sales Development teams to your Sales leadership

Customer Story

Lumen (formerly CenturyLink) heats up warm leads with a Conversica AI Assistant for Conversational Sales:

- Offers 100% lead coverage and 20% engagement rate
- Identifies 30-100 qualified leads each week
- Delivers an 8-to-1 ROI on a monthly basis
- Contacts 90K prospects every quarter

"The quality was so good that the team was asking how they could get more Conversica leads."

Kate Cindric Federhar,
Director of Marketing Operations, Lumen

Engage All Your Leads and Find All the Handraisers

Engaging leads takes time, effort, and close monitoring. But that's just not possible for the typical Sales team when there are hundreds or thousands of leads to work each month. Sales Reps can only handle a few emails and calls per lead before moving on. Not surprisingly, good opportunities get dropped. Now you can hire AI Assistants to find your sales-ready leads, freeing your Sales Reps to close deals.

Conversica starts engaging leads via email within minutes of entering your CRM system and continues to engage and nurture until the lead converts into a Sales meeting or the lead opts out—which could be in one day, a few months, or even a year. As Conversica AI Assistants engage leads and learn preferred phone numbers or email addresses, the AI updates your systems accordingly and determines which leads are truly interested in your products and services. Armed with details from the AI Assistants' conversations, your Sales Reps are better prepared to contact hot leads. Conversica bridges the gap between Marketing and Sales by improving the quality of leads handed off to Sales Reps so they can focus on selling and closing opportunities.

How to Use Conversational Sales for Lead Engagement

Conversational Sales from Conversica can handle thousands of leads at one time—every day—and no lead is ever dropped. You can use Conversica's Conversational AI to:

- Contact and qualify leads the moment they arrive
- Initiate and manage personal two-way conversations with all your inbound leads across email or SMS text
- Interpret replies from leads and automatically alert your team of sales-ready leads
- Report on lead follow-up and response details of every conversation

Scales Your Sales Team

Conversica does the work of one, ten, or a hundred Sales Development Reps, so overnight you can grow your team for inbound lead follow-up. With Conversica you can ramp up your lead engagement team to manage spikes in lead volume from, for example, events or seasonal marketing campaigns.

Skills to Support Your Sales Efforts From Day One

Conversica AI Assistants are the best in Conversational Sales, helping to augment Sales teams and engage leads at crucial moments. Leverage five skills with approximately 100 pre-build conversations focused on converting more leads into meetings. Skills include:

- **ENGAGE Demand:** Deliver the first point of contact to engage prospects who recently requested contact online
- **CONVERT Trials:** Reach out to trial leads to educate on the benefits of the product and convert them into active paid customers
- **ACTIVATE Unresponsive Demand:** Deliver a second point of contact after your Sales Rep attempted outreach for prospects who previously showed high levels of interest
- **WIN BACK Former Customers:** Proactively reach out to recently lost customers who left more than 90 days ago or long-lost customers who left more than a year ago
- **ACCELERATE Open Opportunities:** Contact existing opportunities late in the funnel and advance through the sales process

Easy Integration and Implementation

Implementation can typically be completed in under two weeks, depending on your requirements. Select the leads for your AI Assistants in your existing CRM or marketing automation system. Conversica easily integrates with your existing tech stack including Salesforce, Microsoft Dynamics, Oracle, HubSpot, and more. Simple rules or triggers start Conversational Sales outreach. Lead records are updated with the details of the AI Assistants' conversations. Sales Reps receive alerts to act, in the tools they use already.

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

Built for Ease-of-Use With the Business User in Mind

Conversica combines sophistication with ease of use. Our AI Assistants come with many conversation types prebuilt for simple and immediate deployment. Better still, Conversica's Conversation Editor empowers you, the business user, to update conversations to match your specific needs. The graphical user interface is so simple to use that it removes the need for help from a technical expert. Our engineering and data science teams make sure conversations will perform so that you can focus completely on the purpose of each conversation you decide to deploy.

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on Twitter, LinkedIn and Facebook.

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