

Let a Sales AI Assistant Help Find Your Next Customer. Prioritize Thousands of Leads and Shorten the Sales Cycle.

 **Seamlessly Integrated with Salesforce**

What

- The Conversica Sales AI Assistant automates lead follow-up and engagement through personalized, two-way email and SMS text conversations

Why

- Prioritizes leads so Sales representatives can focus on the leads who are ready to buy
- Finds the hidden gems 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

How

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



AppExchange Program
PARTNER

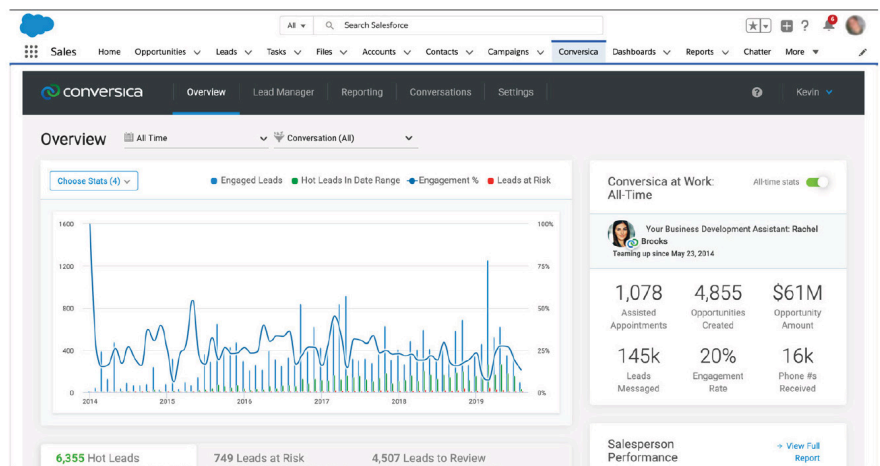
Using Conversica® with Salesforce

Salesforce and Conversica® integrate to allow the Conversica Sales AI Assistant to identify and engage your best leads. The AI persona acts as an Intelligent Virtual Assistant for your Marketing, Sales or Customer Success teams, allowing your employees to focus on building relationships and converting opportunities. Rather than relying on guesswork, Conversica identifies the best leads and contacts by asking them—and they answer.

Your AI-powered Intelligent Virtual Assistant engages and qualifies leads from Salesforce campaigns via natural, two-way email and SMS text conversations. Conversica sends straightforward messages to leads that elicit genuine responses. The leads respond, revealing details about their level of interest and intent to purchase.

Conversica Intelligent Virtual Assistants interpret the content and tone of the responses and takes next steps, such as asking for the best phone number or best time to call, unless the lead opts-out. Hot leads are immediately sent to Sales or Customer Success as an alert, as a task on the lead or contact record, and in Chatter.

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.





AI-driven email or SMS text 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 Intelligent Virtual Assistant finds out a lead's intent and arranges a Sales or Customer Success call for leads who want to move forward in the process. The IVA then alerts your employees and follows up a few days later to make sure the lead received a call.

About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Integrates Seamlessly with Salesforce

Easily installed from the Salesforce AppExchange, Conversica works seamlessly with Salesforce and the Salesforce mobile app, where you can:

- Access the Conversica dashboard to view the status of all leads
- Manage lead email responses, view two-way 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 act on new posts

Easily Set Up in Salesforce

When you add a lead to a Salesforce campaign enabled with Conversica, the Sales AI Assistant engages the lead, gathers information and sends status updates and Hot Lead alerts to Sales. Your Technical Account Manager will walk you through the steps to set up the Conversica app in Salesforce in a few steps. Once the app is configured, you'll be able to see status updates, full conversations, and have direct access to the Conversica dashboard all within your Salesforce environment.

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.

Explore Conversica for yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

Reaching out to over 100 million people on behalf of thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.