

Epson America Improves Lead Quality, Engagement Rates, Pipeline, and Revenue with Conversica



Customer

Founded in 1975, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global technology leader with a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems, and industrial robots. The company is focused on driving innovations and exceeding customer expectations.

Challenge

Standardize and optimize lead outreach and communication

Conversica Solution

Conversica AI Assistants for Conversational Marketing and Conversational Sales

Conversica Virtual Persona

Rachel

Conversica Assists

- 240% increase in engagement
- 75% increase in marketing qualified leads
- 500% increase in influenced pipeline
- \$2M incremental revenue in 90 days

Conversica Meets and Exceeds Expectations, Helping Epson America Drive Pipeline and Revenue

Epson America is the North American headquarters for a global technology leader dedicated to connecting people, things, and information with a lineup that ranges from inkjet printers and digital printing systems to LCD projectors, smart glasses, sensing systems, and industrial robots. And while Epson started as a consumer company, a large part of the business is the commercial products groups.

In charge of lead management, events, as well as sales enablement and training for Epson America's five commercial groups is Chris Nickel, Senior Marketing Manager. Currently, the company generates leads via its website, trade shows, direct mail, email marketing, social media, print advertising, online banner advertising, and a brand awareness campaign called "Where There's Business, There's Epson." Together, these activities generate approximately 40,000 to 60,000 leads each year.

"When I took over the commercial group three years ago, a key question was how to optimize how we were handling leads," Nickel said. "There wasn't a solid process in place, and it had become more complicated as we extended the product lines. Having a diverse set of products meant we had leads with multiple product interests and, frankly, the sales reps weren't really following up consistently."

That's because the Reps were remunerated by sales on named accounts—not by sales on leads sent to them—thereby leading to disinterest in the leads that didn't line up with their named accounts.

"Conversica is a wonderful force multiplier—there is no way we could ever have staffed up to the levels needed to accomplish what it has done for us"

Chris Nickel

Senior Marketing Manager, Commercial Marketing Team, Epson America

Conversational Marketing Skills



**GENERATE
Interest**



**CULTIVATE
Early Interest**



**POST-EVENT
Engagement**



**RE-ACTIVATE
Dormant Demand**

Conversational Sales Skills



**ENGAGE
Demand**

“Before Conversica, leads would come in and whether they were good, bad, qualified, or not qualified, we would just turn them over to our salespeople,” Nickel said. “We had no insight into what the Reps were doing with them. This meant that I needed to find another way to guarantee prospects the responsiveness they needed.”

From Simple Test to Amazing Success

Nickel heard about Conversica AI Assistants that use human-like, two-way email conversions to automatically engage and qualify leads, freeing up Sales Reps to close more business. Intrigued, Nickel persuaded Epson management to engage in a test with the commercial group handling projectors.

Epson named their Conversica virtual team member Rachel.

“We asked the Salespeople to think of Rachel as their Sales Assistant,” Nickel said. “We wanted her to appear as a real person, not necessarily an AI.”

Nickel says that the most important aspect of the program was to make sure that Rachel gave prospects and customers the attention they needed and appropriately handled communications with them.

“Before we deployed Rachel, I was a little apprehensive, a little skeptical of her potential effectiveness. But it quickly became clear to me that prospects felt like they were talking to a real person who was reaching out and asking how she could help them,” Nickel said. “It was fascinating.”

The Numbers Say It All

Through Rachel’s efforts, Epson learned quite a bit about how best to nurture prospects, including the fact that they need to be touched, on average, six to eight times before they respond and that they are more responsive if they are emailed at the times they prefer.

“Before Conversica, if we gave 100 leads to the Reps, we might get a couple of responses. Now, if we give 100 leads to Rachel, we get 50 responses back,” Nickel says. He notes that Rachel never gets tired, doesn’t take vacations, and doesn’t need breaks. “One of the best features is that Rachel can optimize her timing, so if someone likes to email at 3:00 in the morning, she can respond at that time. At first, I thought that was a bad idea because it looked automated, but the results were good enough that we kept that feature turned on.”

The official response rate of 51% delivered by Conversica is a 240% increase from the baseline established at the beginning of the test period.

“Of the leads that have engaged with us, 35% are considered hot, which is an increase of 75%,” Nickel notes. “We’ve seen the influenced pipeline grow to more than \$3 million and actual wins of more than \$2 million in revenue.”

There have been other benefits as well. Rachel has spotted concerns in emails that were then passed directly to a dealer or internal service to fix potential problems. And, in following up with customers, Rachel was able to uncover additional sales opportunities. For example, a customer might confirm they had purchased a projector and wanted more. Rachel would recognize that as a hot lead and pass it to the right Rep right away, accelerating the response to the customer before they could ask competitors to bid.



Epson has extended its use of Conversica to tie channel sales back to website-originated leads. “We will send an email from Rachel to the end-user and ask whether they heard from the dealer and we will send an email to the dealer asking whether they were able to contact the prospect. It’s been a huge benefit just being able to report on this activity.” In addition, with a deeper understanding of dealer productivity enabled by Rachel, the company can tweak lead flow to the best-suited partner. Nickel is very pleased with the progress and said that Epson is considering rolling out more Conversica AI Assistants to other business groups and integrating them with marketing automation. “Conversica is a wonderful force multiplier—there is no way we could ever have staffed up to the levels needed to accomplish what it has done for us.”

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](#).