

Talend Uses Conversica® to Influence Pipeline Opportunities and Drive Revenue



Customer

Talend is a next-generation leader in cloud and big data integration software

Challenge

How best to engage lower-quality leads to drive customer wins

Conversica Solution

Conversica AI Assistant for Conversational Marketing

Conversica Virtual Persona

Cara Daly

Conversica Assists

- Achieved 31% engagement
- Surfaced 890 hot leads
- Created \$10 million in pipeline opportunities
- Helped win nearly \$1 million in bookings

Talend (NASDAQ: TLND) is a next-generation leader in cloud and big data integration software. The company's innovative open-source solutions quickly and efficiently collect, prepare, and combine data from a wide variety of sources, allowing organizations to optimize it for virtually any aspect of their business and helping them become more data-driven.

With such a massive focus on data central to its business, Talend wanted to make sure that its marketing technology stack was as rigorous as its core offering. Adam Benitez, Marketing Operations Manager at Talend, has always been a champion for new technologies that can help his team maximize lead generation and conversion.

"We are consistently good at keeping our fingers on the pulse of new tools, but the challenge is always in how best to integrate adopted technologies into our existing infrastructure and processes," he says. "We believe that weighing all of our options and testing new tools is far more cost-effective than having to correct a failed project or technology. From a cost-of-time standpoint, this saves us time and money in the long run."

Skeptical at First, but Convinced in The End

When Adam was first introduced to Conversica, he wasn't sure how it was different from Marketo, the company's marketing automation platform, and worried that a new investment would be a waste of time and money. Moreover, Adam wanted to ensure that the new technology would fit into the company's overall strategy and framework.

"Once the team was able to differentiate Conversica from Marketo and understand that it truly is using AI-powered conversations to contact, engage, and qualify leads, there was no question at all that Conversica would be great for Talend."

Adam Benitez

Marketing Operations Manager, Talend

Conversational Marketing Skills



CULTIVATE
Early Interest



ENGAGE
Demand Skills



RE-ACTIVATE
Dormant Demand



890
hot leads created



\$10M
opportunities pipeline

“Once the team was able to differentiate Conversica from Marketo and understand that it truly is using AI-powered conversations to contact, engage, and qualify leads, there was no question at all that Conversica would be great for Talend.” And thus was born their new AI Assistant for Conversational Marketing, which they named Cara Daly.

During Talend’s first month with Conversica, the team tested their AI Assistant against 500 to see how they would react to Cara and progress through the funnel. “We thought that people would know it’s a bot – but the technology is seamless. But after the first month, all those initial fears went away, as not a single person questioned whether Cara Daly was real or not,” Adam notes.

Out of the 500 leads contacted, Cara delivered a 17 percent engagement rate. Adam recalls, “Once we saw such a high engagement rate for just that first month, our tune completely changed, and mine specifically, as I was initially the greatest protector of this technology!”

Obviously not everyone Cara engaged progressed through the funnel. “But once the results of our first run came in, we realized that the leads who didn’t progress or were negatively engaged were far eclipsed by the opportunities produced and pipeline created by Conversica.”

Complementing the Sales Team and Its Tools

Adam said it didn’t take long for them to recognize Cara’s amazing contributions. “All the lower-tiered leads that were previously left untouched could now be maximized,” he says. “Moreover, we realized that Cara actually complements our marketing automation solution, rather than competing with it.”

In fact, Conversica augmented their environment so well that they were able to easily fit the platform into its existing sales organization. “Our team is split into pods, with an Account Executive (AE), Sales Development Representative (SDR), and a Corporate Sales Representative (CSR) in each pod. Our predictive tool first ranks our leads as As, Bs, and Cs, and then we direct members of the pod to ensure we are maximizing engagement with our leads and empowering our Salespeople with the most effective sales approach.”

AI-powered Nurturing Leads to Serious Incremental Revenue

Adam then added what he calls a “re-engagement campaign,” wherein he funneled all As and Bs that had been untouched for more than 30 days and had dropped down to the C tier because they were not able to be reached to Cara. “It was hard to justify spending a person’s time on a C-ranked lead that had a low probability of converting, but it’s a no-brainer to have an AI attempt to engage them, since we already saw the positive results of this strategy through our first month.”

With serious incremental revenue on the line, being able to engage every single one of its leads was very important. Adam notes that those engagements surfaced 890 hot leads, creating almost \$10 million pipeline opportunities and nearly \$1 million in bookings! “We’re using Conversica globally and seeing good results worldwide,” Adam notes.

An Indispensable Salesperson Who Never Sleeps

Talend’s sales team has started to see Cara as another team member, but one with superpowers since she never sleeps, never has a bad day, and never gets sad. So, Cara has now been promoted to permanent employee status. “Cara is



handling real volume for us now. Over the last year, we handed 21,000 leads over to Conversica, and we were amazed to see an engagement rate of 31 percent. We were able to leverage Conversica to surface the hot leads out of a pool of leads that our Reps typically wouldn't have touched. In this way, we think of Conversica as a fully-fledged member of our Sales pod, because Cara handles all of our C-ranked leads now."

When presented with so many solutions, it can be difficult for any team to settle on solutions quickly and seamlessly. But Adam made sure that the team stayed on their main mission – to find effective solutions that won't compromise the experience prospective customers have with Talend's brand. "Initially I thought Marketo was similar, but I don't think we saw any other solutions that incorporated email lead nurturing with artificial intelligence. Once we got deeper into the product and were able to put her to the test, Conversica, or rather – Cara Daly – has proved to be an incredibly effective contributor to the re-engagement and conversion of our leads. She represents the company so well that we all see her as indispensable to the Sales team!"

"Once we saw such a high engagement rate for just that first month, our tune completely changed, and mine specifically, as I was initially the greatest protestor of this technology!"

Adam Benitez

Marketing Operations Manager, Talend

Integration with Marketo and Salesforce

Today, Talend uses Conversica along with Salesforce and Marketo as part of their marketing technology stack. With this seamless integration, Adam is able to manage lead campaigns in Marketo and generate the reports he needs on followup performance through Salesforce and the Conversica dashboard.

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, and customer success teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage 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 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](#).