



# Why the Telecom Industry Needs Intelligent Virtual Assistants

## What

- Intelligent Virtual Assistants are the next generation of Intelligent Automation helping telecommunications companies scale human interactions that attract, acquire, and grow customers. IVAs are accelerating revenue across the customer lifecycle.

## Why

- Boost new customer acquisition
- Increase the number of hot leads handled by each of your Sales reps
- Increase the number of customers cared for by your existing Customer Management team
- Deepen connections with leads and customers to help increase brand loyalty
- Deliver unique insights into Sales team effectiveness and customer health
- Allow Sales and Customer Management teams to focus on higher-value work

## Customer Story

CenturyLink dramatically augmented its workforce by adopting an Intelligent Virtual Assistant from Conversica to drive top-line growth for their Sales team. With Conversica, CenturyLink is able to:

- Contact 90K prospects** every quarter
- Identify 30 to 100 qualified leads** each week
- Enjoy an 8-to-1 ROI** on a monthly basis

**“Anytime where we need to reach out en mass to our customers and prospects we use Angie, our Virtual Assistant.”**

**Kate Cindric Federhar**

Director of Marketing Operations, CenturyLink

## Why the Telecom Industry Needs Intelligent Virtual Assistants

Organizations across industries are adopting an Augmented Workforce powered by Intelligent Virtual Assistants (IVAs) to attract, acquire and grow customers at scale. The telecommunications industry specifically is ripe for IVA adoption to accelerate revenue across the customer lifecycle while also automating redundant tasks so your employees can focus on high-value work such as building trusted customer relationships and delivering an excellent experience.

The fastest-growing telecom companies continue to invest in digital innovations to better handle lead engagement, customer retention and expansion.

As telecommunication companies progressively serve larger user bases,<sup>1</sup> it becomes harder to engage leads and customers in a consistent, personalized manner. When contacts including leads, prospects and customers are not properly engaged, opportunities fall through the cracks. Even when revenue-generating teams such as Marketing, Sales and Customer Management make customer engagement their top priority, there are often too many people to follow up in a timely manner which forces employees to cherry-pick contacts or provide inconsistent follow-up.

Intelligent Virtual Assistants are one of the most affordable, ROI-generating and promising innovations augmenting telecom organizations to better manage these issues. Let's take a look at some of the benefits, use cases and features of Intelligent Virtual Assistants for the telecom industry.

1. “Why the Telecom Industry Needs Conversational Chatbots,” DZone, Apr. 2020. <https://dzone.com/articles/why-the-telecom-industry-needs-conversational-chat>

## Retain and Grow Customers

To generate revenue, organizations work hard to acquire, upsell and retain customers.<sup>2</sup> However, customer churn is instigated by failures to deliver the full “perceived” value out of an investment, botched onboarding, and poor customer experiences.<sup>3</sup> To drive better outcomes, telecom companies need to proactively engage customers at every stage of the lifecycle, ensuring customers are finding value in your offerings and enjoying positive experiences along the way. You can ensure your customers are successful in using your product by adopting the Conversica Customer Success AI Assistant to better manage customer relations throughout their lifecycle and offers an opportunity to build customer trust.

The Conversica Customer Success AI Assistant helps you scale your customer-facing teams (such as Account Management, Customer Success or even Sales teams managing customer accounts) and ensures more of your customers are productive and happy with their experience using your product or service. Our AI-powered Customer Success Assistant integrates easily with your existing tech stack including Salesforce, Microsoft Dynamics, Oracle, HubSpot and more.

An Intelligent Virtual Assistant engages customers with natural, two-way email conversations. Using relevant messages that elicit genuine responses, Conversica interprets replies and uncovers important details, such as progress in the onboarding journey, customer health, interest to attend activities such as a Quarterly Business Review (QBR), propensity to renew, and overall customer satisfaction. By automating many of these tasks, Customer Account Managers are able to share proactive recommendations with their customers.

Conversica helps you immediately scale your using the same technology you already have integrated. We connect you with your customers so they stay loyal and ready for upgrades.

## Using Conversica for Lead Engagement

The Conversica Sales AI Assistant can handle thousands of leads at one time, so no lead is ever dropped. Outreach begins the moment a lead arrives and continues until intent is determined. This can take place over days or even months, according

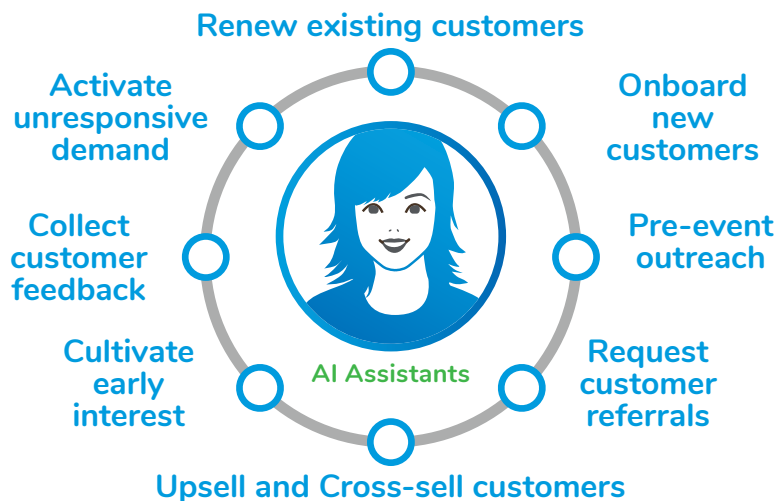
Boosting customer retention by just

**5%**

increases revenue by **25% to 95%.**<sup>4</sup>

**96%**

of unhappy customers don't complain. They simply leave and never come back.<sup>5</sup>



2. "Customer churn prediction in telecom using machine learning in big data platform," Journal of Big Data, Mar. 2019. <https://journalofbigdata.springeropen.com/articles/10.1186/s40537-019-0191-6>
3. "Average monthly churn rate for wireless carriers in the United States from 1st quarter 2013 to 3rd quarter 2018," Statista, Feb. 2020. <https://www.statista.com/statistics/283511/average-monthly-churn-rate-top-wireless-carriers-us/>
4. "How to Retain Customers with Intelligent Virtual Assistants During the Current Economic Climate," Conversica, Mar. 2020. <https://www.conversica.com/resources/ebooks/how-to-retain-customers-with-intelligent-virtual-assistants-during-the-current-economic-climate/>
5. "The Essential Guide to Company-wide Customer Success," Gainsight. <https://www.gainsight.com/guides/the-essential-guide-to-company-wide-customer-success/>

to your needs. Conversations managed by the IVA are always polite, persistent and personalized to ensure the best performance. The Sales AI Assistant autonomously interprets replies from leads and automatically alerts your Inside Sales team about handraisers. Since the Sales AI Assistant reports on lead follow-up and response details of every conversation, you can be sure that your Sales team is getting the most up to date contact information and greater visibility into the sales process.

### Scale Your Sales Team

A Conversica AI Assistant autonomously performs the work of hundreds of Inside Sales reps, so overnight you can augment your team for inbound lead follow-up. With Conversica you can ramp up your lead engagement team to manage spikes in lead volume or to fill in gaps left by Sales team capacity issues. IVAs work in tandem with Salespeople to engage every lead, drive top-line growth, and accelerate handraisers no matter where they are in the funnel.

This is especially helpful as telecoms are facing a surging demand from new prospects.

**1 in 5 knowledge workers  
will rely on AI**



*Intelligence Virtual Assistants*

### CONVERSICA CUSTOMER SUCCESS AI ASSISTANT SKILLS:

<b>UPSELL and CROSS-SELL</b> Customers	Drive interest to buy more; e.g. capacity expansions and upgrades to existing products (or different products) in the same or different buying centers
<b>DRIVE</b> Customer Health	Communicate with customers to ensure engagement and healthy adoption, e.g. schedule reviews, address low usage, account team transition, etc.
<b>COLLECT</b> Customer Feedback	Recognize and drive response to customer activity and feedback, e.g. promote online reviews, reach out to take NPS and other surveys
<b>EXPAND</b> Product Usage	Ensure the full use of your products are enjoyed by your customers, encourage adoption of key capabilities, and drive product consumption
<b>RENEW</b> Existing Customers	Drive repeat and restocking purchases, subscription renewals, and spare part orders; recover recently lost accounts (less than 60 days), etc.
<b>CONNECT</b> at Events	Invite existing customers to attend events such as customer council meetings, customer conferences, and training webinars to reinforce relationships
<b>REQUEST</b> Customer Referrals	Develop new contacts at potential customers; new contacts may be at new accounts but also at new business units at an existing account
<b>ONBOARD</b> New Customers	Ensure new customers complete the onboarding process; encourage product registration and promote training and skills development

### Embracing the Augmented Workforce

An Augmented Workforce is a blend of business professionals and Intelligent Automation technologies working together on tasks to get the job done. By utilizing AI, ML, and RPA technologies in concert, telco companies can streamline processes and create more efficient workforces. When an Augmented workforce is adopted in customer facing teams like Sales, Marketing and Customer Management, organizations can have a direct impact on top-line growth, as well as foster better Sales processes and customer interactions.



## Combatting Common Challenges With Conversica

One of the largest B2B telecommunications providers in the world brought on Conversica to help drive their business goals including:

- Increasing New Customer Acquisitions and Adding New Revenue
- Reducing Churn, Improving Customer Retention and Retaining Existing Revenue
- Grow Revenue from Existing Customers by Expanding Their Contracts and Services

The leading telecommunications provider serves a number of SMB and micro-SBM business customers. Like many telecom companies, this organization faced challenges around customer retention and expansion.

Specifically, the business needed to capture a few thousand B2B customers who had been totally unresponsive to paper mail, emails, phone calls and other traditional outreach methods. to upgrade to a new solution before they cut off services on July 1st.

The company also needed to engage 3,000 accounts who were supposed to be meeting quarterly with their account manager to schedule a review. Yet only a 10 percent engagement rate was expected.

After exploring a number of potential solutions, the organization decided to leverage Intelligent Virtual Assistants to send personalized, human-like emails at scale to motivate action from unresponsive clients and drive customer health.

### The results?

- **78%** of the previously unresponsive customers opened their emails, **43%** engaged and **21%** turned hot. These results completely blew the team away!

## 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.



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

- In two weeks, their IVA emailed **3.1k** customers to schedule account reviews that resulted in **970** engagements, **540** Hot leads, and **78** new lines and multiple upgrades. The demand was so much greater than expected and now three other teams are being handed Hot Leads by their IVA.

## Explore Conversica for yourself

To learn more call +1 (888) 778 1004, email [sales@conversica.com](mailto:sales@conversica.com) or visit [www.conversica.com](http://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.