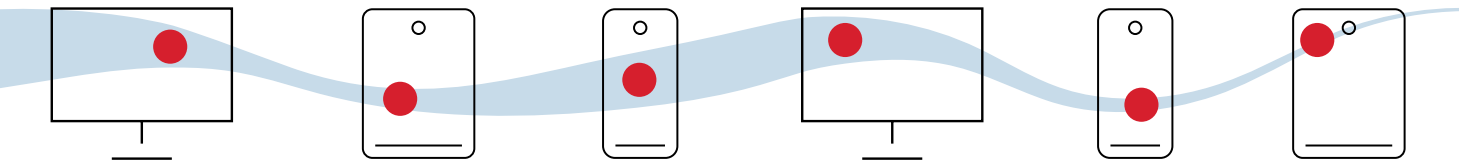


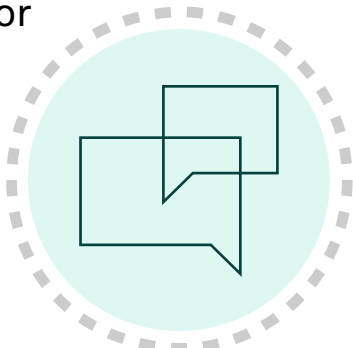
One-to-One Conversations at Scale

Less friction, more personalized engagement



Once-aspirational views of **innovative and immersive digital experiences** have quickly transitioned into **requirements** for B2B employees, customers and partners.

This is especially true, now that B2B organizations face **rising customer expectations** for less friction, which can be achieved using conversational technology for **one-to-one personalized engagement**.



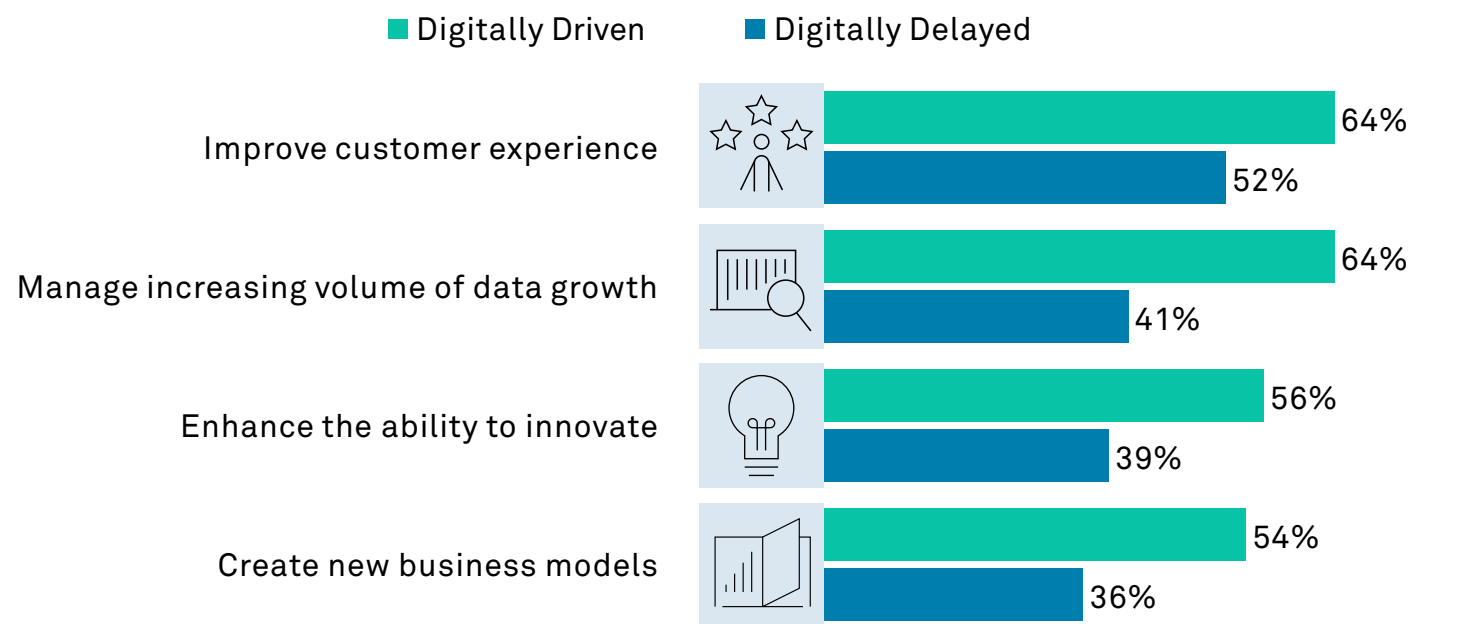
This is accelerating digital transformation, including **the need for more modern applications** for frontline employees and customer self-service that scale an enhanced experience throughout the buyer's journey.

Traditional automation isn't enough anymore.

2X

Digitally driven businesses are **two times more likely** to invest in **digital assistants and conversational technologies** than their digitally delayed counterparts.

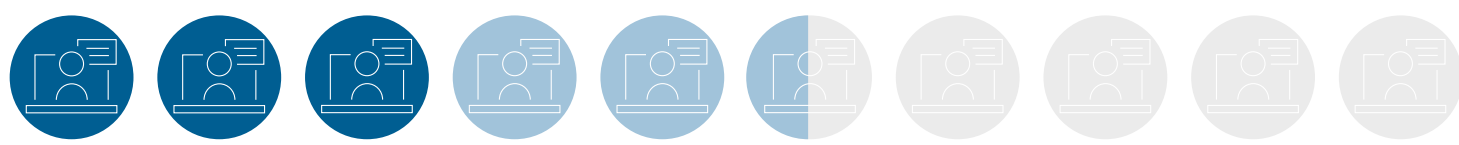
B2B digital leaders prioritize customer experience.



Q. In your opinion, what are the main drivers for digital transformation? Please select all that apply.
Base: B2B respondents (digitally driven n=50, digitally delayed n=317)

80% of businesses state that they are likely to **end a relationship** with a company due to a **poor CX**.

We are now reaching a tipping point.



Even **30%** of digitally delayed organizations already use digital assistants and another **25%** plan to adopt them in the next two years.

Don't fall behind.

Digital assistants are the new table stakes.

78%

of businesses want to explore **new conversational technologies** to augment their workforce.

Source: 451 Research's Voice of the Enterprise: Customer Experience & Commerce, Digital Maturity 2021



[Learn More About Conversica and Get a Personalized Demo](#)