

The Conversica *Conversation* Index

Performance Benchmarks for Generative
AI-Powered Conversations

April 2024



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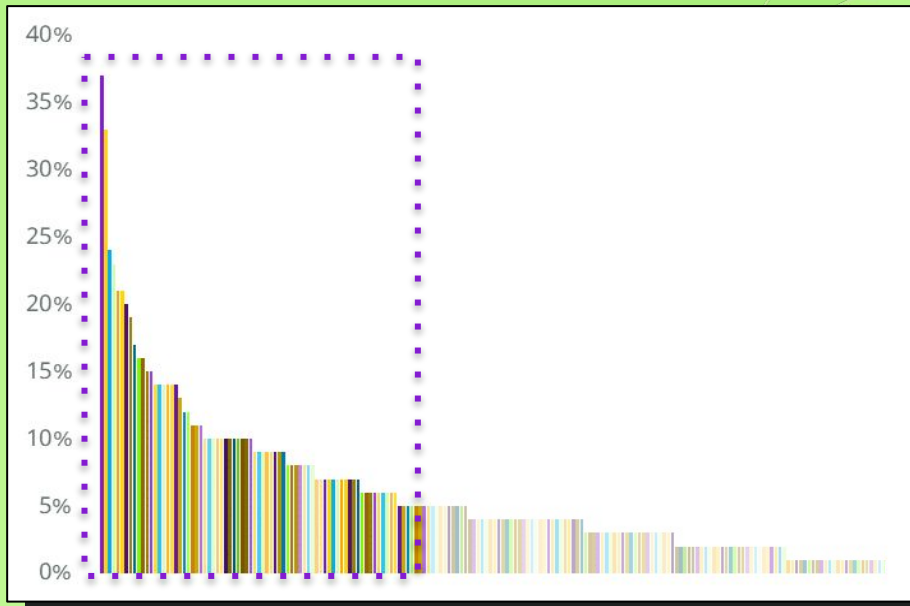
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What's *Included*

Selected conversations from our vast library of use cases

As the leading Conversation Automation solution for revenue teams, we've developed a library of over **630 conversational use cases**.

For this Index, we've curated a representative sample of the **top-performing use cases** to serve as a benchmark for revenue-influencing conversations. It showcases Conversica users' **Conversation Rate** and **Conversation Qualified Rates** across Assistant, Industry, and Geography.



Index Metric *Definitions*

Conversation Rate



$$\frac{(\# \text{ Engaged Leads } \div \# \text{ AI-Messaged Leads})}{\times 100}$$

Conversation Qualified Rate



$$\frac{(\# \text{ Sales-Ready Leads } \div \# \text{ AI-Messaged Leads})}{\times 100}$$



✉ Following up on your interest

Good morning,

I noticed that you previously expressed interest in our high demand careers in healthcare. I just wanted to make sure you received all the information you were looking for.

The healthcare field is growing and with our frequent class starts and both day and evening classes you could be career ready in as soon as eight months.

Would you like me to help set up a call?

Thank you very much and have a good morning,
Riley

*Engaged in
Conversation*

✉ RE: Following up on your interest

Yes! Thank you.

Conversation Rate

In this example, a Revenue Digital Assistant™ reaches out to a lead referencing their previous interest, and asks if they'd like to take the next step. If the lead responds, the interaction becomes a **conversation**. Auto-responses like out-of-office notices don't count for the Conversation Rate metric.

Conversation Rate **measures engagement** far more reliably than traditional metrics like opens or clicks.



Conversation Qualified Rate

Continuing our example, the Revenue Digital Assistant interpreted general interest from the lead and **continues the conversation** by asking for contact information.

When the lead responds to move the conversation forward to a call, they become **Conversation Qualified**.

Conversation Qualified Rate is essentially the **percentage of contacts self-identifying** as ready for the next step.



✉ RE: Following up on your interest

[Rep Name] is happy to help and looks forward to connecting with you.

What phone number would you like us to use?

Best regards and I hope you have a wonderful day,
Riley



✉ RE: Following up on your interest

Call my cell: [Phone Number]

} **Conversation
Qualified**

Conversation *Index*

Within Conversica Index conversations, **one in four** contacts messaged will reply back to the assistant and engage in two-way dialog. **Over one in ten** of all contacts messaged respond with qualified interest, making them Conversation Qualified.

Conversation Rate



23.57%

Trailing 12 months

Conversation Qualified Rate

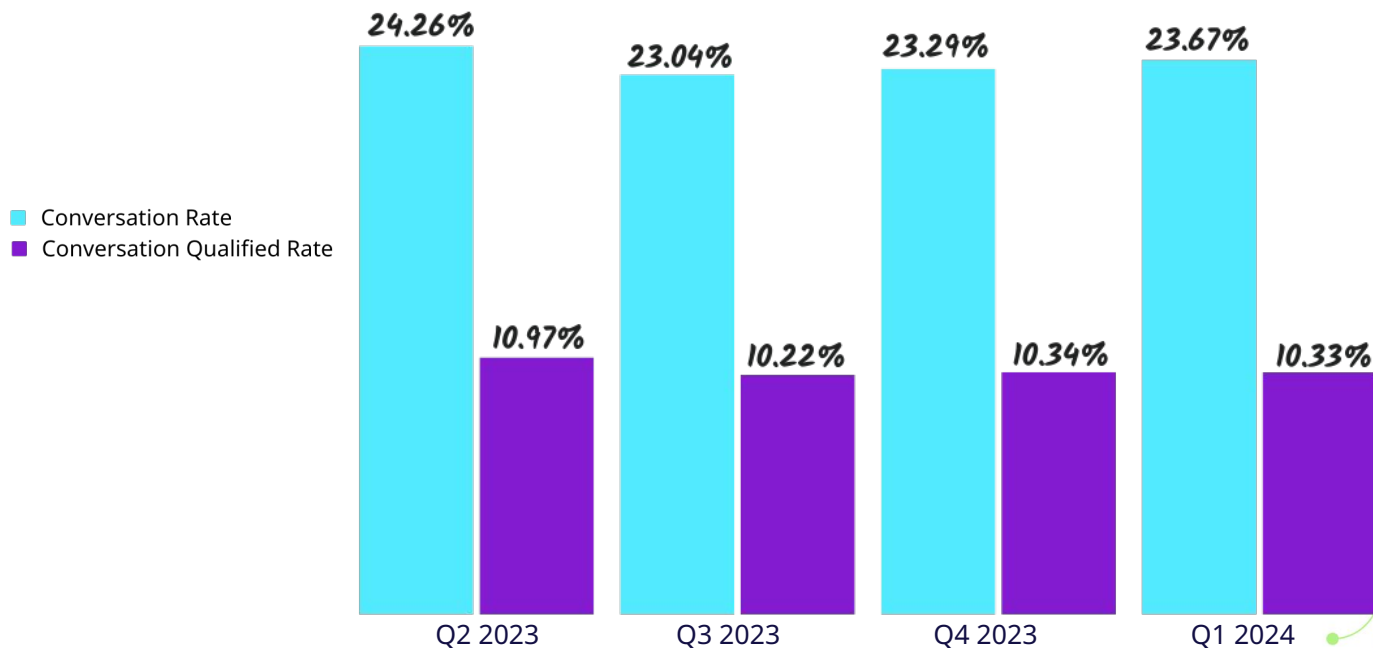


10.47%

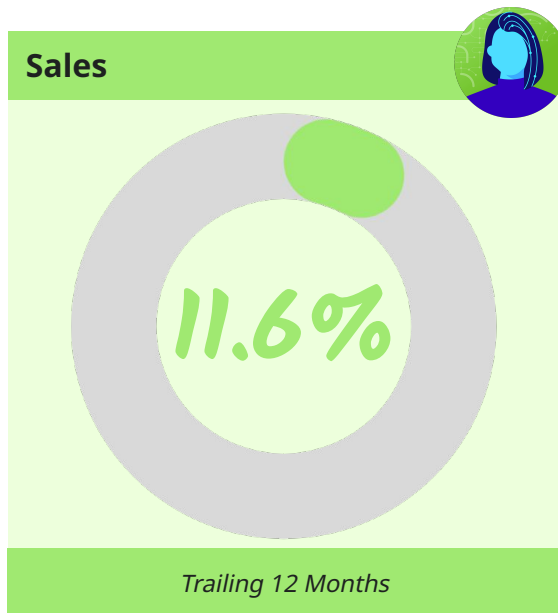
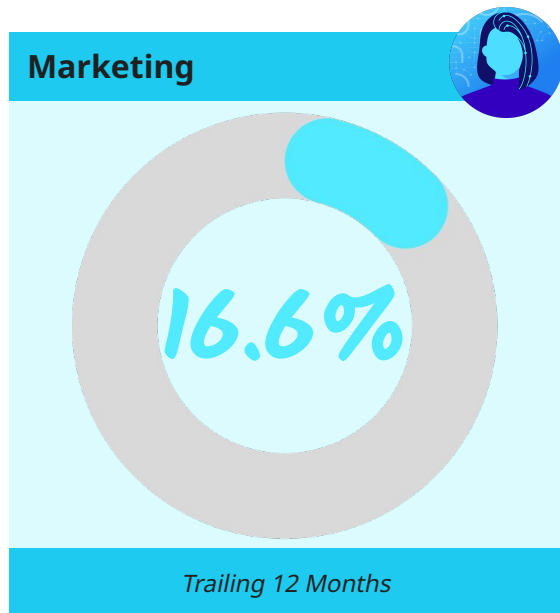
Trailing 12 months

Quarterly Index Performance

The Index has performed consistently over the last four quarters in both metrics.

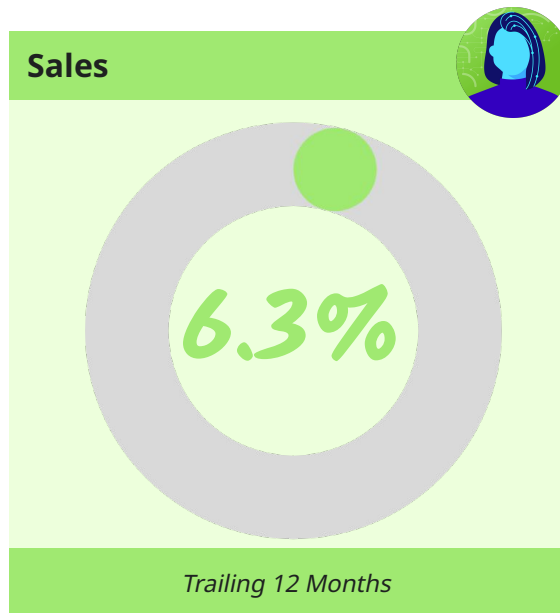
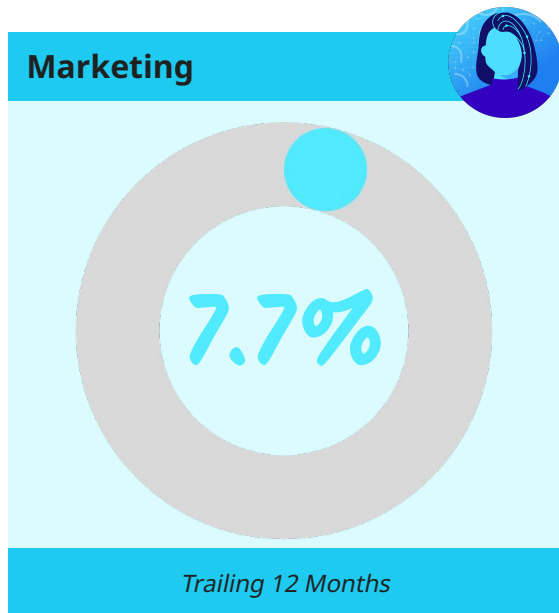


Conversation Rate by Area



Conversation Qualified Rate

by Area





Link-Related Conversation Objective Feature

Q1 2024 *Pacesetters*

Every conversation has a unique goal. This quarter, we're focusing on conversations driving contacts to visit a link in the conversation. Whether it's scheduling a meeting with a rep, completing an onboarding sequence, collecting feedback, or simply providing a new inbound lead with further information, link-related conversation objectives drive to a variety of business objectives.

We've identified the Conversica customers who had the best performance in Q1 with these objectives. See what use cases are delivering the best results by conversation objective and what sets their conversations apart.

Drive Action Pacesetter: *The Philadelphia Phillies*

Conversation Rate

28%

Conversation
Qualified Rate

22%



Opening Message Example

Hello Gene,

Welcome to the Phillies! I want to make sure that you have access (via link) to your Phillies benefits and are ready for the next step.

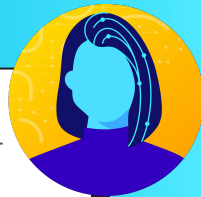
Phillies Season Ticket Holders get price savings, parking options, access to exchange dates, postseason priority access and invites to exclusive events.

Are you ready to get the most out of your plan?

Have a good day,

Sarah Kelly | Sales Service Assistant

The Phillies



Onboarding for season ticket holders can be like wrangling cats. But with Conversica, the Phillies were able to engage 28% of their new season ticket members, and a full **88%** of customers clicked and engaged with their linked onboarding content.

Send Link & Request Call Pacesetter: *Gamma Network Solutions* 🏆

12.5%

Conversation Rate

6%

Conversation
Qualified Rate

✉ Opening Message Example

Hello Drew,

I hope your week has been enjoyable so far.

I wanted to reach out to gather some feedback about your experience of working with Gamma.

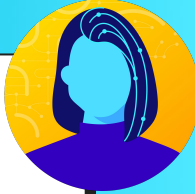
At Gamma, we strive to create intuitive and seamless experiences for our customers. In order to improve the services we provide, we'd like to collate your feedback to benchmark how we are performing.

Are you willing to fill out a short 3-minute survey?

Have a wonderful day,

Olivia Fox
Customer Success Assistant

Collect customer feedback with our Survey Outreach use case. Gamma proactively reaches out to customers to gain their feedback on a quick survey and **82%** of their customers that received the link from their RDA clicked on it.



SMS First Pacesetter: *TripleTen* 🏆

39%

Conversation Rate

15%

Conversation
Qualified Rate

TEXT MESSAGE

Hey Sara, My name is Claire Banks, and I see that you showed interest in TripleTen. I wanted to check in to see if you had any questions about our online part-time coding bootcamps. Are you interested in learning more? - Claire Banks from TripleTen

Reply STOP to opt out. Standard SMS rates may apply.

TEXT MESSAGE

Hi Sara, an Admissions Advisor is working on this and is looking forward to connecting with you. If you would like, you can also book time directly to talk to an Admissions Advisor by using the link below: <https://get.tripleten.com/IcGQ> - Claire Banks from TripleTen

Reply STOP to opt out. Standard SMS rates may apply.

TripleTen, an online coding bootcamp, connects with their prospective students through text message, then sends a link to schedule time to connect with an Admissions Advisor. They have an incredible 36% Conversation Rate, and 62% of leads sent links clicked on them.



Send Link Pacesetter: *Voyager Sopris* 🏆

29%

Conversation Rate

20%

Conversation
Qualified Rate

✉ Opening Message Example

Good afternoon Betty,

The team and I at Voyager Sopris want to thank you for downloading your digital sample of Vmath. I also wanted to touch base with you to see if you would be interested in learning about our proven, online math intervention, Vmath.

Vmath for students in grades 2-8 provides additional opportunities to master critical math concepts and skills.

Would you like to receive some information from us?

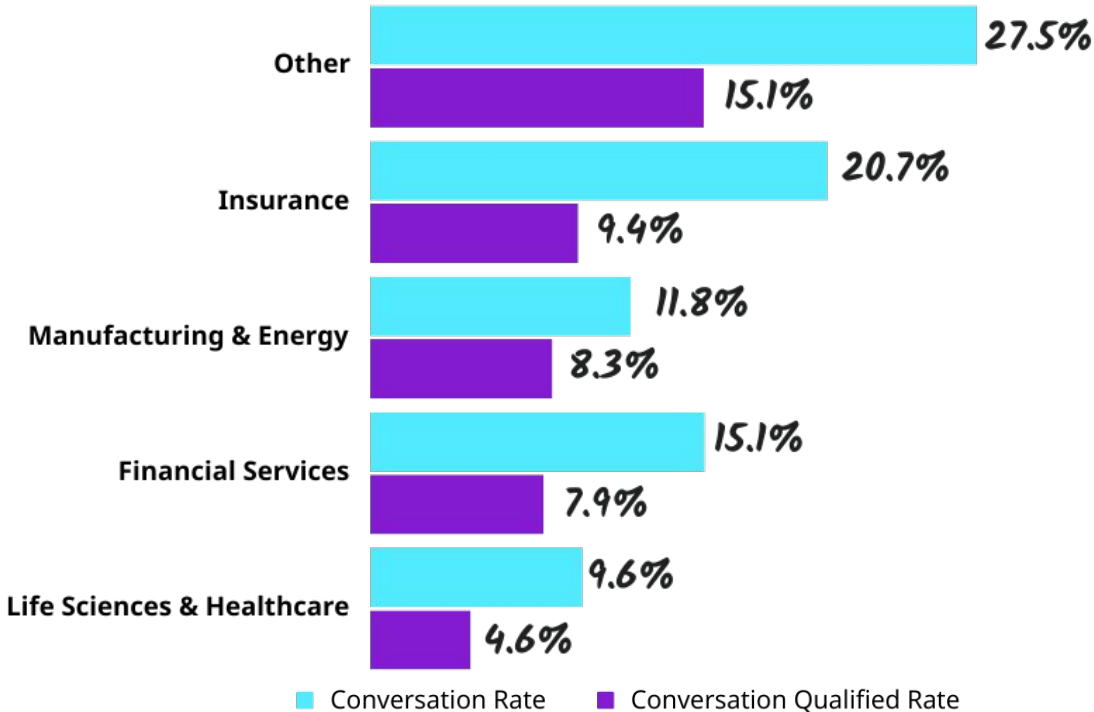
Thank you very much and have a great afternoon,

Heather Diego



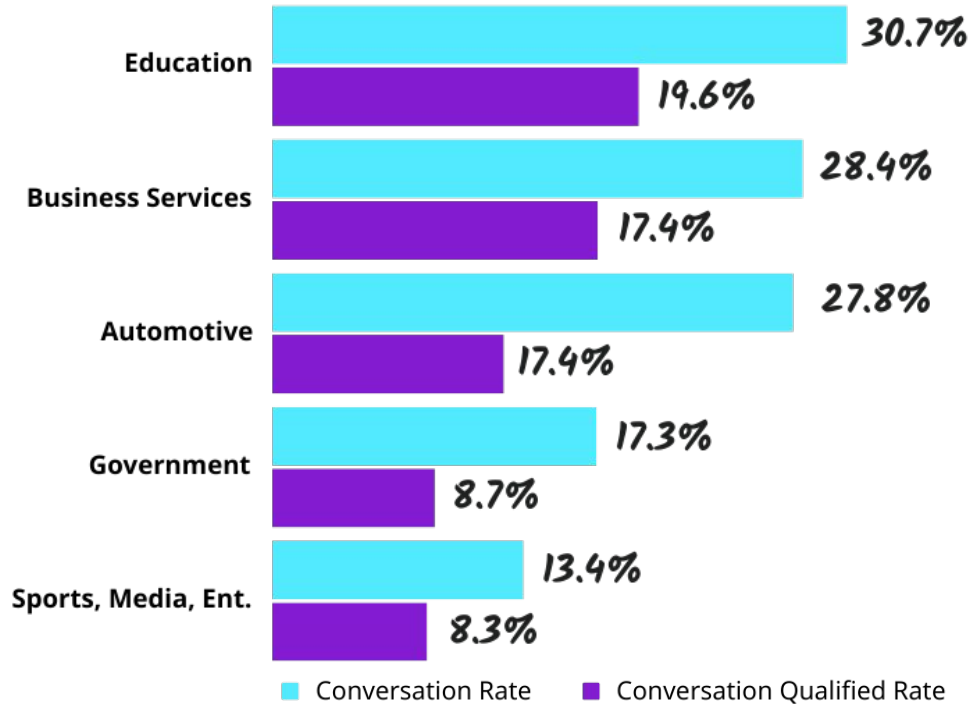
Following up on free trials is crucial for many software companies. With Conversica, Voyager Sopris is able to connect with thousands of downloads yearly. With an impressive 20% Conversation Qualified Rate and **67%** of contacts clicking on links, Voyager Sopris can connect with free sample users and convert them to paying customers.

Top Performing *Industries* For Marketing



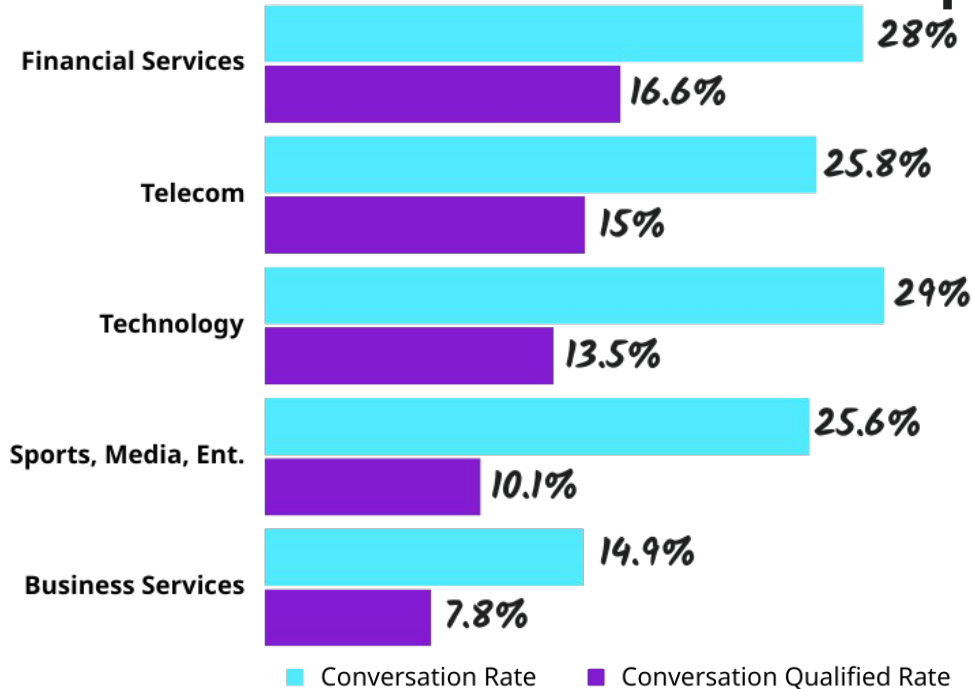
Other has the highest Conversation Qualified and Conversation Rate for Inbound use cases. This is dominated by a Chilean retailer. **Insurance** is a close second with a 20% Conversation Rate.

Top Performing *Industries* For Sales



Education beats **Business Services** by 2 percentage points to be the industry with the top Conversation rate at 30%. **Government** hits the top 5 for the first time, in part thanks to a Q1 political campaign.

Top Performing *Industries* For Customer Success



Financial Services is our pacesetter thanks to their lead in Conversation Qualified Rates, but **Telecommunications** is not far behind with 25% Conversation Rate and 15% Conversation Qualified Rate.

Technology comes in third with a 29% Conversation Rate.

About *Conversica*

Conversica delivers two-way conversations that activate all parts of the funnel with precision, increasing conversions and growth. Whether the focus is converting leads in Marketing, closing deals in Sales or growing existing customers in Customer Success, Conversica's Powerfully Human[®] conversations are informed by the industry's most advanced enterprise-class, self-learning AI models derived from billions of human interactions over more than a decade.

The Conversica Conversational AI platform is powerful enough to hold meaningful dialog in real-time across the entire customer lifecycle and smart enough to seek out and fill the 'conversation gaps' in the funnel, delivering the right message at the right time to put any hint of interest on the fast track to conversion. Attack each gap and slowdown point in the buyer journey with precision, influencing and persuading leads, prospects and customers through automated 1:1 interactions tailored to the unique needs of each contact.

Learn more at conversica.com.



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