

The Conversational AI Agent *Performance Index*

How top revenue teams solved their pipeline
problem points with AI agents in 2024





conversica

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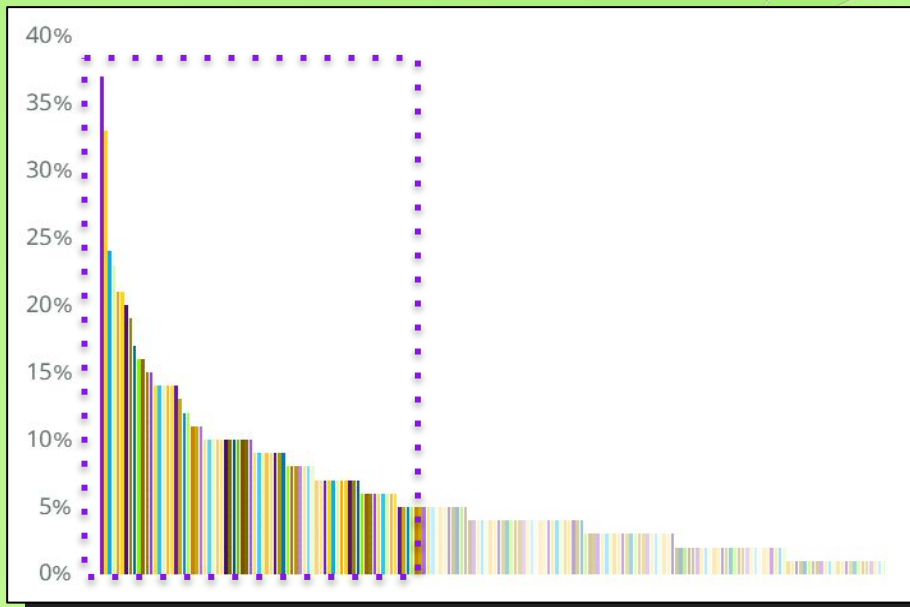
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A New *Benchmark*

Comparing the top 30% of users against the overall average

With hundreds of different AI-powered conversations in use across industries, countries, and company sizes, we wanted to adjust how we look at the kind of performance we consider good.

For this Index, we're showing the real-world results of the **top 30% of Conversica users** over the last 12 months, split by industry groupings. We'll also dive into the **top-performing conversations** based on conversion percentages, and showcase users whose results go above and beyond.



Index Metric *Definitions*



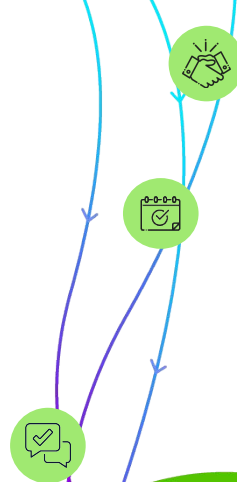
Conversation Rate

- The number of **leads engaged in a conversation** divided by the total **number of leads messaged**, times 100
- Measures **engagement** with deeper fidelity than traditional metrics like click or open rate



Conversation Qualified Rate

- The number of **“hot” leads** (i.e., ready for the next step) divided by the total **number of leads messaged**, times 100
- Measures **conversions**, with the conversation goal dictating the next step (e.g., meet with Sales)



Conversation Rate



✉ Following up on your interest

Good morning,

I noticed that you downloaded our Guide to Managed Services. I just wanted to make sure you received all the information you were looking for.

Our customers in the legal industry have seen up to 84% increase in their monthly inbound inquiries.

Would you like me to help set up a call?

Thank you very much and have a good morning,
Riley

In this example, a Conversica AI Agent reaches out to a lead referencing a previous action and asks if they'd like to take the next step—for this conversation, a call. If the lead responds, the interaction becomes a **conversation**. Auto-responses like out-of-office notices don't count for Conversation Rate.

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

*Engaged in
Conversation*

✉ RE: Following up on your interest

I'd like to see your pricing packages.

Conversation Qualified Rate

Continuing our example, the AI Agent recognized the interest from the lead and **continues the conversation** by offering a call with a Sales rep to go over relevant packages.

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

We have several packages for the legal industry, depending on your needs.

My colleague Tia would be happy to walk you through the options to find the best fit. What's the best number to reach you?

Best regards,
Riley



✉ RE: Following up on your interest

That would be great. Tia can call my cell:
[Phone number]

} **Conversation
Qualified**

Overall Conversation *Index*

These numbers show the performance of the top 30% of Conversica users over the past 12 months, across all industries, use cases, and locations. Across this diverse group of companies, nearly **one out of every three** contacts messaged replied back to the assistant and engaged in two-way dialog. Almost **15% of all contacts messaged converted** to the next step in the process, making them Conversation Qualified.

Conversation Rate



30.15%

Trailing 12 months

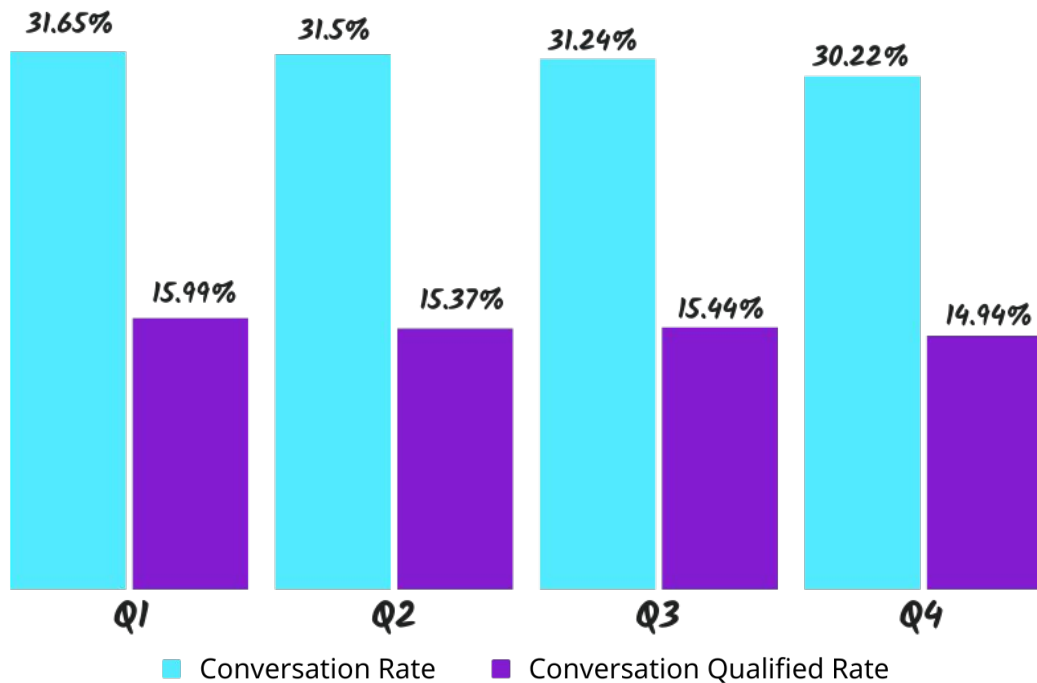
Conversation
Qualified Rate



14.9%

Trailing 12 months

Quarterly Performance



Performance across our top users tends to stay relatively steady as we move through the year. Q4, however, tends to bring a small dip in both responses and conversions, and 2024 is no different.

This aligns with the trends of our most common industries—a large segment of our user base is in a B2B environment, and holidays tend to make business buyers slightly less responsive. However, a 15% conversion rate despite that headwind is an impressive achievement.

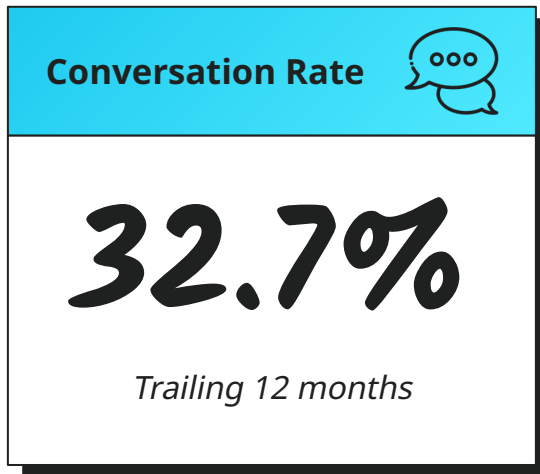


Corporate Performance

Top performers and highest value use cases in corporate industries

Corporate Conversation Index

The top 30% of Conversica users in corporate industries outperformed the overall index numbers, especially in terms of conversions.



Industries Included:

- Business Services
- Financial Services
- Hospitality
- Insurance
- Life Sciences & Healthcare
- Manufacturing & Energy
- Real Estate
- Retail
- Technology
- Telecommunications

The Performance *Gap*

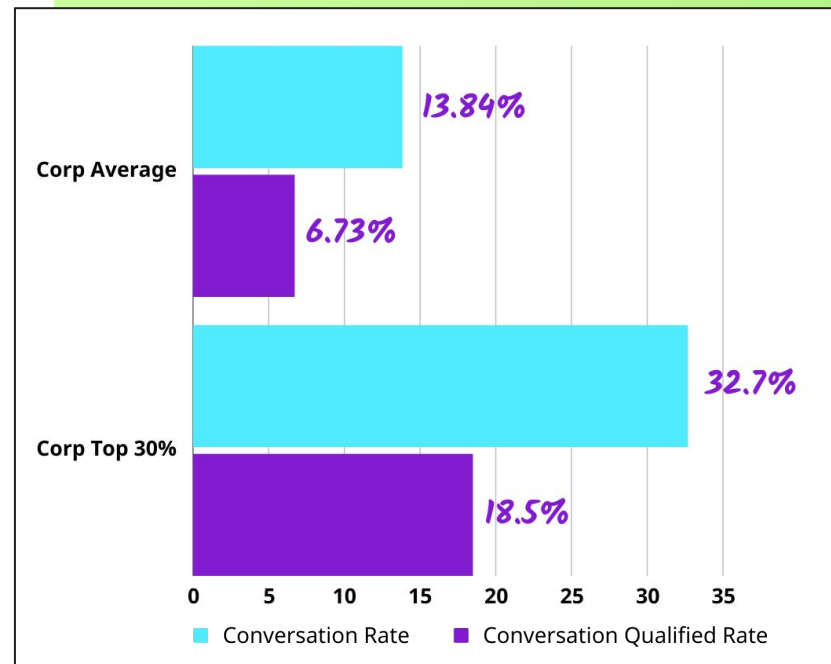
Average vs Top Performers in Corporate Industries

The gap between the average performance for all users in the corporate segment and the top 30% is pronounced. The top performers saw:

- **136%** higher Conversation Rates
- **175%** higher Conversation Qualified Rates
- From **3x** more leads

There's no one silver bullet that leads to these kinds of results, but we do notice a few factors that improve performance:

1. Automated conversation triggers
2. Higher lead volume
3. Integrations with the revtech stack (CRM and MAP, in particular, make a big difference)



Top *Conversations* for Corporate Users

The use cases that stood out in 2024, by Conversation Qualified Rate

- 1. Stopped by Booth at Event: Send Link** | **56.6%** Conversation Rate | **35.97%** Conversation Qualified Rate
Follows up with leads who visited your booth after the event is over. References the event and lead actions, then offers a link with relevant information.
- 2. Convert Leads: Email to SMS** | **44.4%** Conversation Rate | **31.44%** Conversation Qualified Rate
Reaches out to contacts that have recently expressed interest and requested communication online, driving toward a Sales call. Starts the conversation via email and offers to continue over text.
- 3. Spanish Account Resolution Outreach** | **34.8%** Conversation Rate | **28.1%** Conversation Qualified Rate
Connects with current customers with account issues who have been unresponsive, driving toward a call with a rep.
- 4. Convert Leads: Discovery** | **32.4%** Conversation Rate | **23.2%** Conversation Qualified Rate
Reaches out to contacts who have expressed interest online. Asks qualification questions and drives qualified contacts toward a call with a rep.
- 5. SMS First Convert Leads** | **54.2%** Conversation Rate | **22.6%** Conversation Qualified Rate
Follows up with contacts who have expressed interest online and opted into SMS messages via text. References lead's actions and interest, and drives toward a call with a representative.

Key *Takeaways* From the Top Use Cases

Lead quality leads



3 out of 5 top conversations are focused on combing through leads to find the real, quality opportunities for Sales teams.

Multi-channel is a must



The top conversations run the gamut of options, from email to SMS to sending a link to pushing to a call. No lead is the same; there's no one size fits all.

AI agent: ENGAGE



AI agents are ideal for engaging contacts that have been non-responsive. Let AI handle the repetitive work of connecting with leads gone silent.



Qualify & Cultivate Inbound Web Leads

Use Case Details

- **Tech company** providing business software and IT/networking solutions
- Follows up with webform submissions to **qualify new leads**
- Delivers **higher quality, truly Sales-ready** leads to their reps

Keys to Success

- **References lead action** right away for clarity
- Opening message includes **qualification topics**
- **Transparency** in agent's title builds trust

47.3% CONVERSATION RATE

28% CONVERSATION QUALIFIED RATE



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2024 Top Performer: Corporate



Sent Message | March 2, 2024 8:19 am

Following up on your interest in RKL eSolutions LLC

Hello Tamera,

I see that you filled out our webform. I was wondering if you might be interested in more information.

Let's discuss your current business infrastructure in more detail and what you would be looking for in a new business management.

Would you like to talk it through?

Thank you very much and have a wonderful day,

Emily Grant

Automated Digital Assistant

RKL eSolutions LLC



Sports Team Performance

Top performers and highest value use cases in the sports industry

Sports Conversation Index

The sports industry uses Conversica AI agents to assist in ticket sales and in membership service. The top 30's numbers are generally lower than other industries, but the gap between the average sports team and the top 30% is narrower.

Conversation Rate



19.35%

Trailing 12 months

Conversation Qualified Rate



7.98%

Trailing 12 months

Leagues Included:

- NBA
- NHL
- MLB
- MLS
- NFL
- National Lacrosse League
- NWSL
- USL
- AHL
- G League

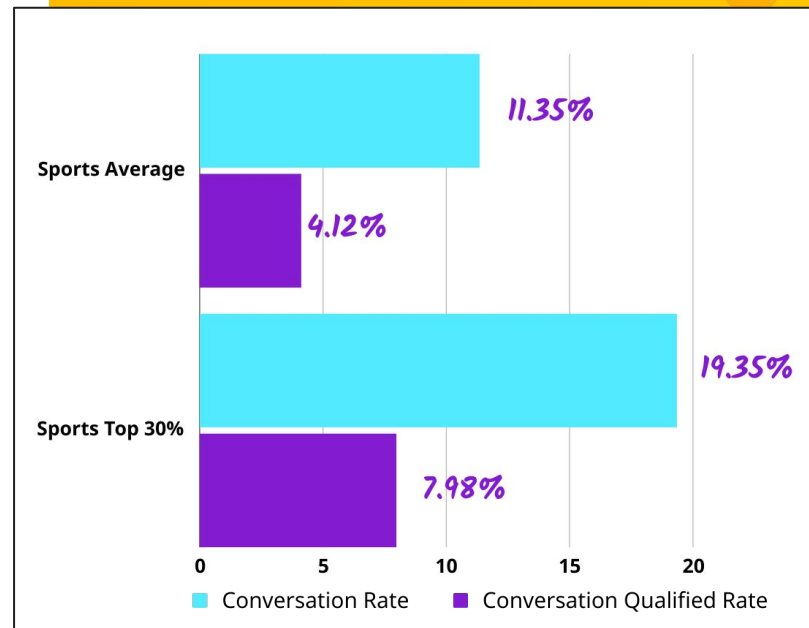
The Performance *Gap*

Average vs Top Performers in the Sports Industry

The average team performs much closer to the top 30% in the sports industry, though we do see a larger gap in conversion rates—the best teams' AI agents convert nearly double the number of leads in conversations. The top performers saw:

- **70%** higher Conversation Rates
- **94%** higher Conversation Qualified Rates
- From **2.3x** more fans

The average sports team messaged just under 73k fans in 2024, while the top 30% had an average of 171k fans messaged over the course of the year. This disparity in quantity could be a proxy for popularity of the team, but we also see a broad range of types of campaigns run by the best performers. Sports teams who run more varied campaigns more often with Conversica see better results.



Top *Conversations* for Sports Users

The use cases that stood out in 2024, by Conversation Qualified Rate

- 1. Fresh Fans: Send Link & Request Call** | **33%** Conversation Rate | **24.7%** Conversation Qualified Rate
Reaches out to contacts & fans that have expressed interest in tickets, but have not yet asked to speak to a rep. This version sends fans a link with more information and also drives to a call.
- 2. Onboarding Ticket Outreach** | **25.9%** Conversation Rate | **24.7%** Conversation Qualified Rate
Starts new ticket members out on the right foot by ensuring they've completed necessary steps (e.g., season ticket registration, provided payment information, etc.)
- 3. Ticket Renewal Request** | **39.8%** Conversation Rate | **16.1%** Conversation Qualified Rate
Proactively reaches out to fans with ticket packages that are about to expire to gauge interest in a renewal. Drives toward a call with a rep to complete the process.
- 4. Target Cold Fans: SMS First** | **50.8%** Conversation Rate | **14.8%** Conversation Qualified Rate
Designed to engage cold leads to ask if the contact would be interested in learning more about a ticket product, and guiding toward a call with a rep. This version starts the conversation via text (opt-ins only).
- 5. Past Due Ticket Payment** | **64.8%** Conversation Rate | **14.1%** Conversation Qualified Rate
Contacts fans with past due payments on their account to settle the balance. This version drives toward a call with a rep to solve the issue.

Key *Takeaways* From the Top Use Cases

Full fan lifecycle



From first touch to post-sale, sports teams are successfully using AI agents to deliver a great experience while generating revenue.

Meet fans where they are



Multi-channel options are key. Teams need to be able to communicate according to each individual's needs & preferences.

Offload the hard stuff



Automating tough tasks like payment issues and cold outreach lets employees focus on building fan relationships.



Following Up with New Ticket Buyer Interest

Use Case Details

- MLB team with **AI agent for Ticket Sales & Service**
- Reaching out to **inquiries about season tickets**
- Drives true interest toward a **call with a sales rep**

Keys to Success

- Fast outreach after inquiry provides **concierge feel**
- **Lead with benefits** in the first message
- **Up to 7 attempts** ensures outreach doesn't get missed

21.8% CONVERSATION RATE

17.5% CONVERSATION QUALIFIED RATE



2024 Top Performer: Sports



Sent Message | Aug 12, 2024 2:25 pm

Your season ticket inquiry with the Phillies

Good afternoon Pete,

Now is the perfect time to join the Phillies family as a season ticket holder.

My name is Emily Martin and I noticed that you requested Phillies full season ticket information. I'm wondering if we could provide additional information regarding full season ticket packages for the 2025 season.

As a full season ticket holder you will experience many exclusive benefits, including the best locations, prices, and postseason access.

May I assist in setting up a call to discuss this further?

Thank you very much and have a wonderful afternoon,
Emily Martin

Sales Development Assistant

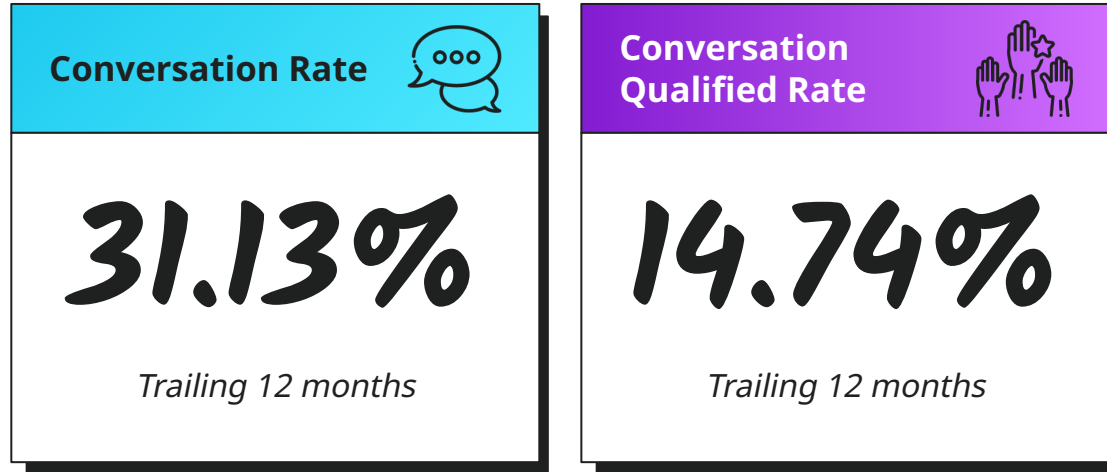


Auto Performance

Top performers and highest value use cases in automotive sales & service

Auto Conversation Index

The top 30% of Automotive users had a very high Conversation rate, rivalling other industries. Conversation Qualified Rates lagged slightly in comparison to other verticals, but given the competitive nature of auto sales, are not surprising to see in this industry.



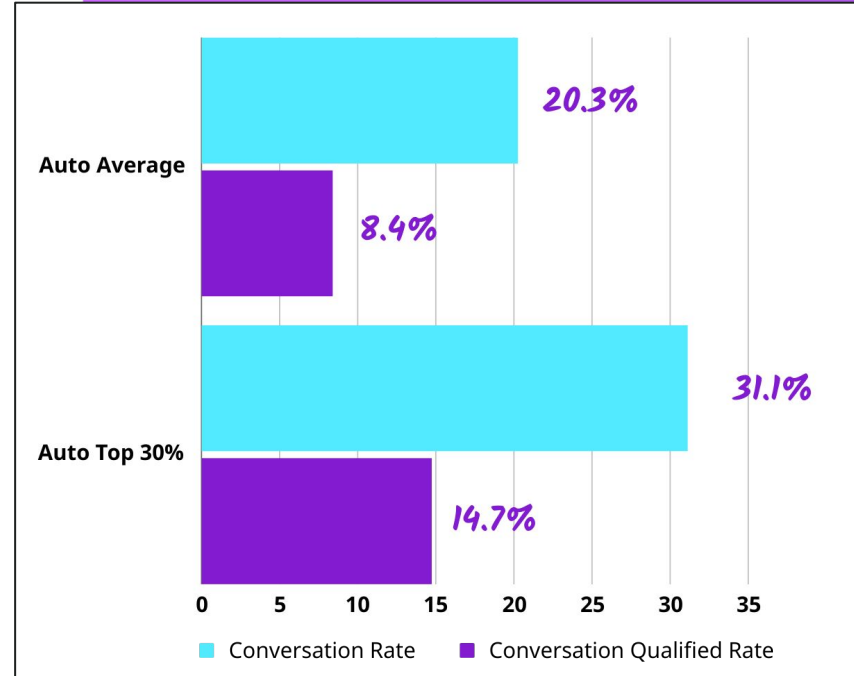
The Performance *Gap*

Average vs Top Performers in the Auto Industry

The automotive industry has one of the smallest gaps between average performance and the top 30%.

- **53.6%** higher Conversation Rates
- **75%** higher Conversation Qualified Rates
- From **82%** more leads

Given most auto customers are individual dealerships, lead volume in the industry is much smaller than users in other verticals. Auto dealerships average just 17k leads messaged per year, with the top 30% messaging 30.7k. Compare that to corporate industries, who put an average of 70k leads through Conversica annually.



Top *Conversations* for Auto Dealerships

The use cases that stood out in 2024, by Conversation Qualified Rate

- 1. Real-Time Website Follow-Up** | **37.5%** Conversation Rate | **17.6%** Conversation Qualified Rate
Follows up with leads who submitted their information through the website, driving toward a call with a sales rep.
- 2. Phone First Real-Time** | **30.6%** Conversation Rate | **15.5%** Conversation Qualified Rate
Similar to Real-Time Website Follow-Up, this conversation reaches out to new leads from webforms. In this instance, the AI agent will ask for the lead's phone number at the beginning of the dialog.
- 3. Real-Time Lead Nurturing: SMS First** | **57.4%** Conversation Rate | **15.2%** Conversation Qualified Rate
Reaches out via text in response to inquiries about vehicles when the lead has opted into SMS, referencing their interest and driving toward a call with a rep.
- 4. Spanish Off Lease Outreach** | **42%** Conversation Rate | **14.8%** Conversation Qualified Rate
Automatically contacts leads with a lease about to end, inviting them to connect with a rep to discuss options. This version holds the conversation in Spanish.
- 5. Spanish Warranty Expiration** | **32.2%** Conversation Rate | **14.75%** Conversation Qualified Rate
Follows up with customers who did not purchase a warranty with their vehicle after a set period of time. References the warranty end date and inquires about extended warranty, driving toward a call. Spanish language.

Key *Takeaways* From the Top Use Cases

Fast follow-up wins



The top 3 conversations are all different approaches to interest form submission response.

Dig up new opportunities



The remaining conversations are focused on hunting new revenue opps from past customers based on time-bound triggers.

Go multilingual



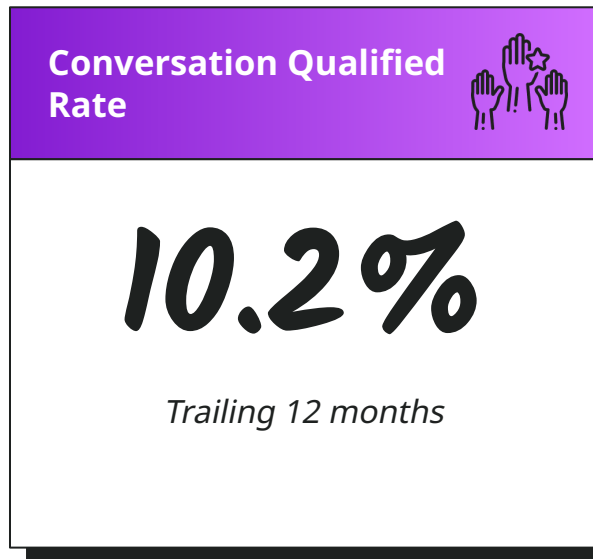
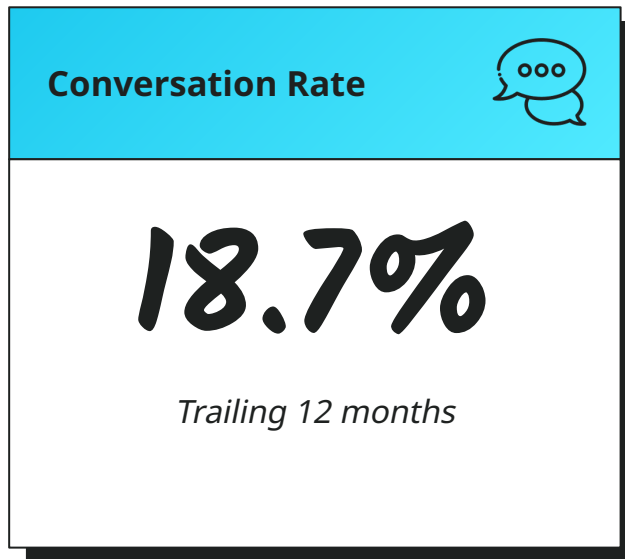
Don't miss out on opportunities because of language barriers. Engage with customers in their language of preference.



Education Performance

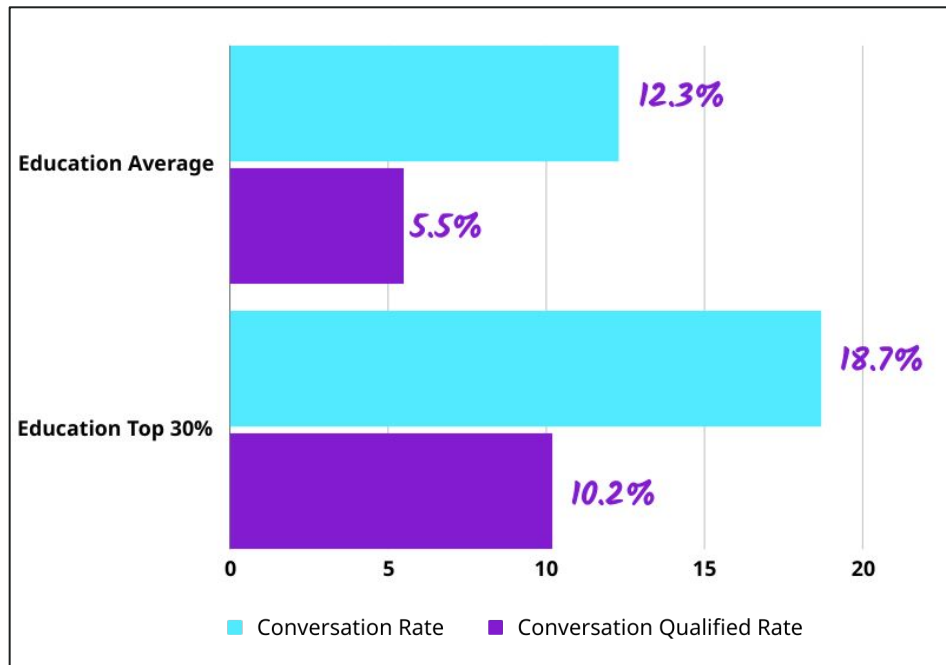
Top performers and highest value use cases in admissions

Education Conversation Index



The Performance *Gap*

Average vs Top Performers in Education



The top 30% of education users saw:

- **52%** higher Conversation Rates
- **84%** higher Conversation Qualified Rates
- From **2.3x** more leads

Top *Conversations* for Education

The use cases that stood out in 2024, by Conversation Qualified Rate

- 1. Inbound Follow-Up: SMS First** | **38.1%** Conversation Rate | **16.7%** Conversation Qualified Rate
Reaches out to prospects who have expressed interest but haven't asked to speak with an admissions officer yet. This version starts the conversation over text for contacts who've opted into SMS.
- 2. Survey Outreach: Send Link & Request Call** | **19.7%** Conversation Rate | **16.4%** Conversation Qualified Rate
Contacts prospects who've had recent interactions to drum up survey participation. Positive responses are driven toward a call with a rep to learn more about offerings.
- 3. Inbound Follow-Up: Send Link & Request Call** | **18.9%** Conversation Rate | **13.8%** Conversation Qualified Rate
This version of the inbound follow-up conversation sends a link with relevant information and drives toward a call with an admissions officer.
- 4. Engage Unresponsive Prospects: SMS First** | **32.9%** Conversation Rate | **12.1%** Conversation Qualified Rate
Circles back with prospective students who have not responded to an admissions officer's previous attempts to contact. This conversation begins with a text and drives towards a call with a rep.
- 5. Inbound Follow-Up: Discovery SMS First** | **27.8%** Conversation Rate | **7.9%** Conversation Qualified Rate
Like the other inbound follow-up conversations, but with the addition of qualification questions that can inform an eventual conversation with a school representative.

Key *Takeaways* From the Top Use Cases

SMS dominates



Text conversations consistently perform well with potential students, driving more responses and higher conversions—especially with the unengaged.

Ask student opinions



Asking for feedback offers a soft “in” for prospects, but almost everyone who says yes to a survey agrees to a call with a school rep.

Don't miss inbound interest



Following up with information requests is basic, but vital. Don't miss out on interested prospects.



LOUISIANA STATE UNIVERSITY

Capture new prospects & re-activate older interest

Use Case *Details*

- **Online graduate degree program** following up on new inquiries from prospective students
- Follows up with **new leads immediately**
- Circles back with **applicants gone dormant** to encourage them to finish the process

Keys to *Success*

- Automated, instant outreach **captures immediate interest**
- Simple check-in with older interest brought in **9k additional prospective students**

18.8% CONVERSATION RATE

12% CONVERSATION QUALIFIED RATE



2024 Top Performer: Education



Sent Message | May 25, 2024 1:03 pm

Following up from Louisiana State

Hi Allison,

I noticed you showed interest in receiving a graduate degree from LSU Online, so I wanted to reach out and see if you had any questions.

Would you like us to send some information your way?

Kind regards,

Taylor Broussard | Enrollment Assistant
LSU Online

About *Conversica*

Conversica's AI agents put your revenue team in the conversion fast lane. Reshape your funnel and uncover and convert ALL your revenue opportunities with our industry-leading conversational AI platform.

Learn more at conversica.com.

