USE CASES IN LEAD CONVERSION OPTIMIZATION

6 Stories Of How AI Solutions Are **Improving Lead Conversion Results** For High Growth Companies

DEMAND GEN REPORT

CASE STUDY PORTFOLIO

Introduction

Generating leads represents a huge investment in time and money to support growth goals. However, the reality is companies of all sizes wrestle with the ability to effectively and efficiently follow up with and convert the leads they generate into qualified opportunities for their sales teams.

This report will highlight the use cases and benefits companies are seeing from using Conversica's automated sales assistant solution. Powered by artificial intelligence (AI) technology, Conversica's automated sales assistants are used by companies to engage and convert leads through relevant and timely outreach.

Meet The AI Assistants

In the following portfolio, you'll meet Angie, Stephanie, Anna, Jessica, Rachel and Jennifer — automated sales assistants who are significantly boosting lead engagement and conversion for their companies.

Here are the six companies you'll learn about:

CenturyLink

Challenge

Kate Cindric Federhar, Manager of Marketing Operations for the business division of CenturyLink, the third-largest telecommunications company in the U.S., was looking for a way to convert more warm leads — which come in from a variety of inbound and outbound channels — to prospects.

Solution

CenturyLink chose the Conversica AI-powered sales assistant that uses human-like, two-way email conversations to automatically engage and qualify leads. The company deployed the program by having their virtual team members — known as Angie and Ashley — engage with leads for some of its sales reps. Early success led to more sales reps requesting to have Angie and Ashley handle multiple lead follow-up programs.

Conversion Results

> **20X** return on investment

> **16%-20%** increase in qualified leads

> " We now use Conversica to contact 90,000 prospects every quarter. This is a huge volume, and the biggest benefit is that we can do it quickly. With Conversica, we're able to have a real conversation with each one, a personal email thread that can really cut through the clutter and get people's attention."
>
> — Kate Cindric Federhar, Manager of Marketing Operations, CenturyLink

Check out this 3-minute video

to hear how CenturyLink leverages AI assistants to convert more leads into sales-ready prospects.

Scott Berns
Director, Marketing Operations | CenturyLink

WATCH VIDEO

Or **click here** to read the full case study.

The Los Angeles Film School

Challenge

The Los Angeles Film School prides itself on building personal relationship with its students. The institution's marketing team makes it a priority by following up with leads interested in attending the school. But according to Ben Chaib, VP of Admissions and Marketing, salespeople were only making an average of 1.6 touches per lead rather than the established goal of seven touches.

Solution

To improve their lead conversion rate and add more consistent conversions, the school began a program with Conversica. To augment existing human lead follow-up, the school enlisted the help of an AI assistant named Stephanie who engaged inbound leads by asking questions and getting prospects involved in the sales process.

Conversion Results

> Over **33%** increase in lead engagement

> Contributed **$4.2M-$7M** in additional revenue

> Our salespeople get the first crack at inbound leads, and they convert 2% to 3% of those leads. Then we hand the rest off to Stephanie. She does her magic and finds yet another 1% that we want to engage. I attribute that 1% to Conversica, and that alone yields us substantial additional revenue."
>
> — Ben Chaib, Los Angeles Film School

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Ben Chaib
The Los Angeles Film School

Check out this 3-minute video

to learn how the Los Angeles Film School utilizes AI for personalized lead engagement.

WATCH VIDEO

Or **click here** to read the full case study.

NewVoiceMedia

Challenge

With a steady volume of leads from its website, tradeshows and corporate events, UK-based cloud solutions provider NewVoiceMedia had invested a great deal of time and energy into solidifying its lead management process. However, Mark Farnell, VP of Marketing Operations & Strategy, explained there were still challenges with the process because a high volume of leads were being funneled straight to sales, and conversion rates were below expectations.

Solution

Farnell worked with David Da Silva, Global Director of Marketing Operations, to identify a more efficient way to follow up with leads and improve conversion rates. By integrating their lead management process with Conversica's AI technology, they were able to deliver leads that don't score high enough to go to sales to their Conversica assistant. The company began by having Anna follow up with leads from events. She was so successful that NewVoiceMedia deployed Anna to handle inbound leads and re-engage older leads.

Conversion Results

> **10%** lift in MQL volume

> **£2M** in influenced revenue

> ❝ Not all leads are initially worth sending to sales and by using Conversica, we can find the ones that make sense to circle back to the sales team and feed the pipeline.”
>
> — Mark Farnell, NewVoiceMedia

Check out this 2-minute video

to hear how NewVoiceMedia generated significant results by having their AI assistant follow up on every lead.

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Or **click here** to read the full case study.

ScaleArc

Challenge

As a recent startup, ScaleArc was challenged with building a new brand and a new software category — and building its pipeline. Since the enterprise software provider is helping to pioneer an emerging software category — database load balancing software — and serving IT buyers in the crowded tech market, prospects require multiple touches to move through the sales cycle.
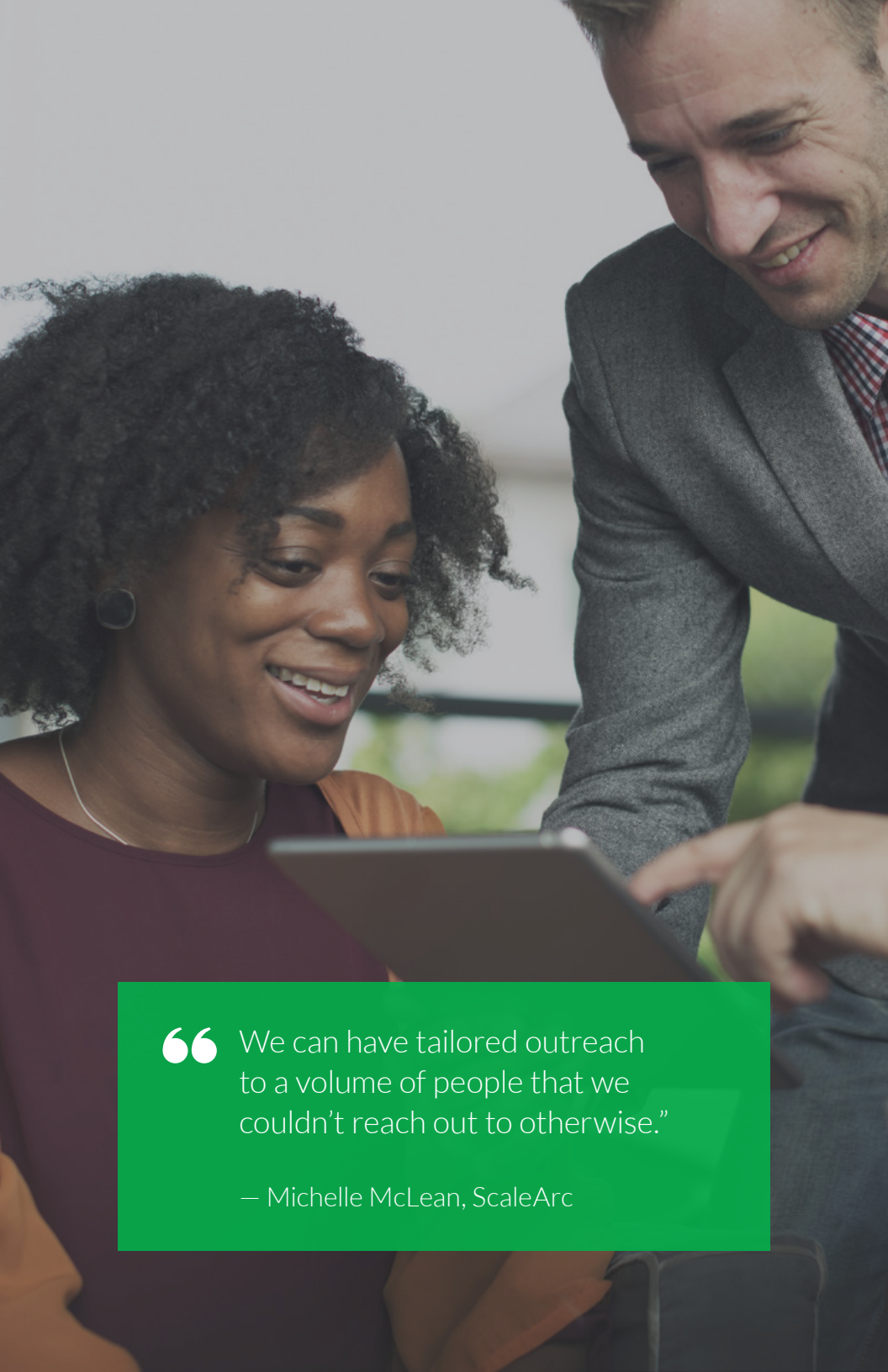
Solution

To address this need of educating and accelerating a wide base of prospects, ScaleArc looked to augment its team of Business Development Reps (BDRs).

ScaleArc developed a plan to integrate Conversica with Marketo and Salesforce. The team deployed Jessica, the Conversica virtual sales assistant, to convert leads to sales meetings. Through personable yet persistent follow up, Jessica was able to effectively identify valuable leads versus those who just picked up swag at a tradeshow. Jessica also successfully re-engaged dormant prospects.

Conversion Results

> **10X** sales pipeline ROI

> **30X** influencer pipeline ROI

> We can have tailored outreach to a volume of people that we couldn't reach out to otherwise."
>
> — Michelle McLean, ScaleArc

Read the full case study

to learn how ScaleArc's virtual sales assistant helped increase sales pipeline.

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Epson America

Challenge

In addition to its consumer products, a large part of Epson's business is its commercial products group. Through campaigns such as "Where There's Business, There's Epson," the company generates 40,000 to 60,000 leads each year, and Chris Nickel, Sr. Commercial Marketing Manager for Epson America's five commercial groups, was charged with optimizing conversion of those leads.

According to Nickel, there wasn't a solid process in place and it became more complicated as the company extended the product lines. The effectiveness of lead management was also hindered by a lack of visibility into lead follow-up.

Solution

Nickel deployed the Conversica platform within the commercial group handling projectors. Epson received a high volume of leads coming in and funneled all of them through Rachel, their Conversica assistant. Rachel follows up with every lead, checking in to find out when the lead is ready to speak with sales. She also verifies if the sales rep contacted the lead, providing visibility as to which dealers were following up and which ones weren't.

Conversion Results

> **500%** increase in influenced pipeline

> **$2M** incremental revenue in 90 days

> "Conversica is a wonderful force multiplier — there is no way we could ever have staffed up to the levels needed to accomplish what it has done for us."
>
> — Chris Nickel, Epson America

Check out this 2-minute video

to hear how Epson America uses their AI assistant to maximize leads for partners and dealers.

WATCH VIDEO

Or **click here** to read the full case study.

Chris Nickel
Commercial Marketing | Epson America, Inc.

Sunset World

Challenge

With six resorts and travel services brands in Cancun and the Riviera Maya, Sunset World aims to provide an exceptional experience to every guest. When its promotional campaigns are in full swing, Sunset World can receive a million leads a week from a variety of promotions and sweepstakes the company uses to market to its prospective guests from Canada to South America.

Due to the high volume of leads Sunset World's sales and marketing team handles, CIO Edgar Osorios needed a more personalized way to engage prospects beyond generic emails and telemarketing scripts.

Solution

For more timely and effective lead follow-up, Sunset World partnered with Conversica. Their solution came in the form of Jennifer Wright, a virtual agent who qualifies leads and makes prospective guests feel pampered even before they book a vacation.

Jennifer reaches out to every prospect, gauges the prospect's interest, secures the best number and time for them to speak, and then passes them on to a member of the sales or reservations staff.

Conversion Results

> Converted **7-10%** more qualified leads into bookings

> Reduced guest response time from one week to **24 hours**

> " The emails Jennifer sends are more detailed and focused on that prospect's particular interests, so they feel they're getting one-on-one attention from us."
>
> — Edgar Osorios, Sunset World
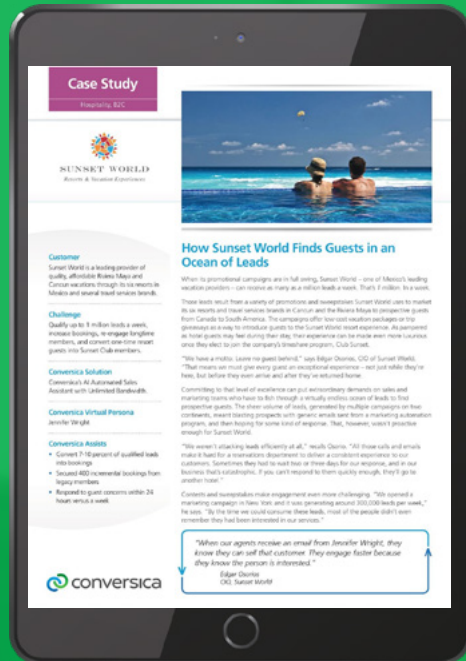
Read the full case study

to learn how Sunset World finds guests in an ocean of leads.

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Learn More

conversica

Conversica is the leader in conversational AI for business and the only provider of AI-driven lead engagement software for marketing and sales organizations. The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying and following up with leads via natural, multi-channel, two-way conversations. Used by more than 1,200 companies worldwide, Conversica's sales assistants are built on a proven AI platform integrating natural language processing (NLP), natural language generation (NLG), and machine learning (ML) capabilities. The company was designated a Cool Vendor by Gartner, is a member of the prestigious CB Insights AI 100 and was recognized as one of the fastest growing private companies in the San Francisco Bay Area.

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DEMAND GEN® REPORT

Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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