



2020 Sales Effectiveness Benchmark Report

Improve Lead Engagement Across Technology,
Telecommunications, and Media & Entertainment Industries

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Introduction

The success of a company's Sales and Marketing teams lies in their ability to convert leads and prospects into customers. One vital factor in doing so is how well Sales organizations follow up with the inbound leads that marketing generates.

In this 2020 Sales Effectiveness Benchmark Report, we investigate how companies across the Technology, Telecommunications and Media & Entertainment industries engage their leads. Alongside our findings of real-world execution, we share best practices and research to identify patterns of successful lead engagement.

Conversica commissioned independent researchers to secretly shop online at a total of 1,177 companies from our target industries and analyze their efforts to engage with inbound interest. A company's degree of success was graded using four key elements of lead engagement based on best practices from third-party resources including [Harvard Business Review](#), [InsideBIGData](#) and [Velocify](#). Conversica has identified these as the "4Ps of sales effectiveness":

- **Promptness:** How quickly did a company follow up on an inquiry with a personalized response?
- **Persistence:** How many attempts did the company make to follow up with the lead?
- **Personalization:** To what extent was the response personalized? Did the response move the conversation forward?
- **Performance:** Did the email successfully reach the lead's Primary Gmail inbox? Or did it land in Promotions, Social, or Spam?

Findings from this report can help you understand where your company stands relative to others in your industry, which factors are strong indicators of success or failure, and what best practices your Sales and Marketing team can take to increase conversions. This year has been especially tough for businesses due to COVID-19 and ensuing economic decline, which is why it is important to reflect on which aspects organizations performed well and which need improvement.

Your inbound leads hold valuable potential as revenue opportunities and are critical to the success of your organization. We hope this report will help you uncover ways to leverage them to your advantage.



Methodology

Companies Researched:

Our commissioned researchers contacted 1,177 companies by filling out an inquiry form on their website or sending an introductory email expressing interest in their products or services and requesting to be contacted by a member of the target company's Sales team.

The 1,177 companies surveyed focused on large corporations and medium-sized companies, across two business-to-business (B2B) and one business-to-consumer (B2C) industries. The list of companies to secret shop was compiled by starting with the list of appropriately sized companies contacted in previous years' studies, and then adding top companies in each industry reported by Forbes and Inc. 5000, companies on Conversica's list of DemandGen accounts, and companies requested by Conversica's Sales Development Representatives.

Making Contact:

Research for this report was conducted over the course of three months, using a secret shopper persona with no linkage to Conversica. Email and telephone responses from each company were recorded and analyzed for 22 days from the date of inquiry. Any follow-up after the 22 days was disregarded. Inquiries were made with the intent to put each company in the best position to perform well.

This was the first year that certain companies required a business email address; in which case we created a second professional email address from the same persona. Companies were graded consistently whether they required a business email or just a personal Gmail address.

All forms of contact were provided when asked, to give the companies the option of responding to their inbound lead via email, phone call, or text message. Inquiries were made during standard business days and hours, Monday through Friday, 9 A.M. to 5 P.M. PT.

Industries Researched:

Our grading keys for each of the 4Ps was updated from years previous to better match the conditions, challenges, and best practices relating to the COVID-19 pandemic. Overall grades were determined by averaging each company's scores across all four categories and then converting them to a letter grade using the following key:

Grading Key:

Averaged Total Points	Letter Grade
16-20	A
11-15	B
6-10	C
1-5	D
0	F

Executive Summary

For the fifth year, Conversica commissioned a study to track the sales effectiveness of organizations to touch and engage inbound leads. Our researchers tracked the effectiveness of Sales follow-up practices in 1,177 mid-market and enterprise companies from three major industries: Technology, Telecommunications, and Media & Entertainment. Our secret shopper approached the companies by expressing interest in their products or services and requesting to be contacted for more information.

Here are some highlights:

- Only 5% of the companies studied did not respond at all. Of the companies that did respond either via a personalized response or nurture email, most gave up too soon. Roughly 60% followed up on their inbound leads with only one or two contact attempts.
- Overall, only 4% of companies received the highest rating—an A grade—in Persistence by delivering 11-15 touches.
- The Media & Entertainment industry performed highest across two of the 4Ps (Personalization and Performance), with 6% of companies in this industry achieving an overall A grade.
- The Telecommunications industry performed poorly across all 4Ps, with only 4% of companies earning an overall A grade.
- The Technology Industry performed highest in two of the 4Ps (Promptness and Persistence) and earned the highest percentage (10%) of companies scoring an overall A grade.

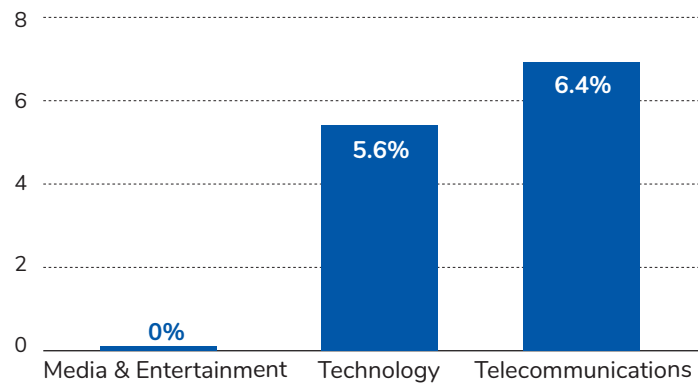
Given that 95% of companies responded, but 60% only reached out 1-2 times, it's clear that inbound leads are not receiving sufficient engagement from most businesses. Prioritizing the 4Ps and implementing the right tools can significantly improve the success rate for inbound lead follow-up.

It must be noted that the economic fallout of the COVID-19 pandemic has undoubtedly affected the companies we surveyed. While we cannot know the specific influences this had on each organization, it's likely that some of these businesses have reduced staff, redirected resources, struggled with new internal stressors, and endured higher workloads. For example, the Media & Entertainment industry continues to wrestle with delayed event scheduling, social distancing requirements, and health regulations for guests and players/performers.

Nevertheless, increasing sales opportunities is important in any year, and companies must invest in modern, innovative solutions that prioritize effective lead follow-up. This report will illuminate the ways lead follow up can be improved in your organization.

Promptness

Companies That Did Not Respond by Industry



Our research indicates that promptness is the most important factor when engaging with an inbound lead¹. The faster the connection made, the higher the likelihood of converting a lead to a customer².

Here's some data demonstrating how great of a difference even a few minutes can make:

- An astounding 78% of customers buy from the first responder, demonstrating that promptness offers a competitive advantage³.
- Leads contacted within an hour of receiving an inquiry are **nearly seven times more likely to qualify**⁴.
- Leads contacted within an hour of receiving an inquiry are nearly 60 times more likely than companies that waited 24 hours or longer to qualify⁴.
- The **conversion rate increases by 391%** when companies make a call attempt within a minute of receiving a lead⁵.
- The likelihood of converting a lead is 9 times higher when contacted within 5 minutes⁶.
- The odds of qualifying a lead contacted within 5 minutes are 10 times higher compared to leads contacted in 10 minutes and significantly higher than leads touched after 30 minutes⁷.

Promptness continues to be an important factor in a post-COVID world. The number of emails from brands to consumers increased in 2020, but so did the number of opens⁸. If the number of emails and email opens has increased, it indicates that consumers are eager to hear from brands—especially when they have requested follow-up via a lead form or demo request. As the market slows, it is all the more crucial to follow up with leads in a timely manner. Otherwise sellers risk missing out on opportunities, often to their competitors.

Response times in our study ranged from less than a minute to 22 days, with half (52%) of companies responding within a day. This year only 23% of companies received an A grade in promptness.

When assigning a company a promptness grade, we disregarded autoresponder emails confirming our request for follow-up and counted the amount of time between our initial point of contact with a company and its first personalized response. Our secret shopper created a grading scale to assess each company's promptness based on best practices established by the Lead Response Report⁹, an independent standard for when and how to best qualify leads. While the upper grading scale was kept the same, C through F grades were updated in response to the need for quick response times due to customer expectations in a digital-first world.

Grading Key:

Time of First Response	Promptness Points	Letter Grade
0-5 minutes	20	A
6-60 minutes	15	B
1 hour - 8 hours	10	C
9 hours - 24 hours	5	D
>24 hours	0	F

Promptness Insights

This year, nearly a quarter of the companies responded within five minutes, earning an A grade in promptness. While almost half of the companies received an F grade for slow response times.

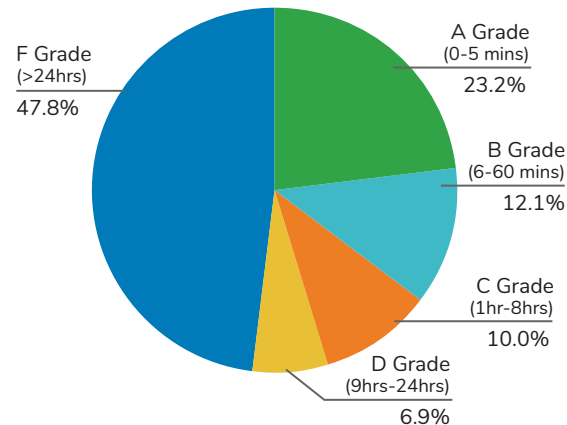
Despite the many changes organizations had to make to aptly match a post-COVID world, the upper scale of promptness did not drastically change. Responding within five minute is ideal, no matter what. However, slow responses are exponentially less effective than prompt responses—especially in a post-COVID world when email volumes and email opens have risen⁸.

Most companies took more than a day to respond, earning an F grade. Worse still, 36% of companies took more than a week to respond. These dismal results indicate that it is difficult to achieve an effective promptness rate with people-power alone. Many potential conversions are answered too late and fall through the cracks.

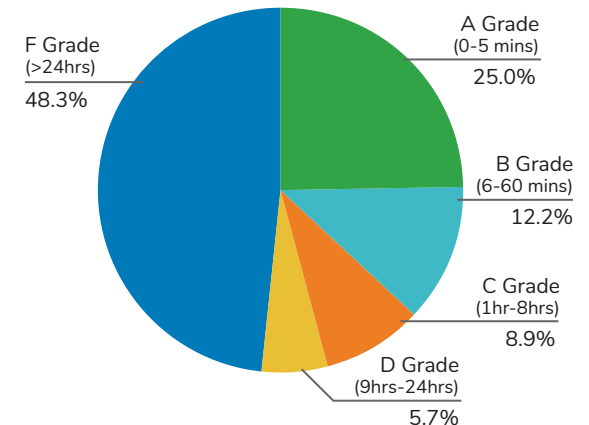
Almost a quarter (23%) of the companies we contacted reached out with a personalized response in 5 minutes or less, while another 30% reached out between 6 minutes and a full 24 hours later. Responding within 1-8 hours implies companies were responding in the same workday, more or less, earning a C grade. Whereas companies responding within 9-24 hours would likely reach lead's the next day, earning a D grade.

The Technology industry performed highest in the promptness category with 25% scoring an A grade. The Media & Entertainment industry trailed with 19%, followed by the Telecommunications industry with roughly 17%. These findings contradicted our initial speculations that Media & Entertainment businesses would be slower to respond due to closures related to the COVID-19 pandemic.

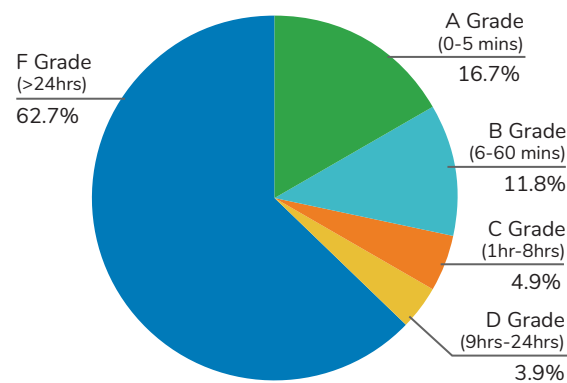
**Overall Promptness
Grade Distribution, 2020**



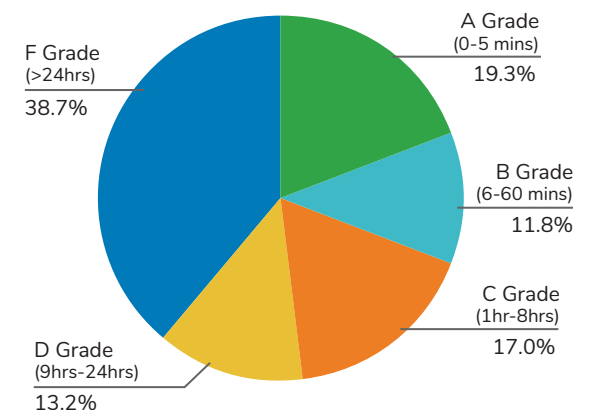
**Technology Industry
Promptness Grade Distribution**



**Telecommunications Industry
Promptness Grade Distribution**



**Media & Entertainment Industry
Promptness Grade Distribution**





Persistence

Engaging with leads in a timely manner is critical. But it's rare that one response is enough to motivate a lead to schedule a meeting with Sales. This is for multiple reasons, including busy schedules, leads researching organizations at their own pace, buried emails, or missed phone calls.

According to market research, increasing your number of attempts yields increased conversions:

- Roughly 80% of prospects say 'no' four times before they say 'yes'¹⁰.
- Only 2% of sales are made during the first point of contact. This increases to 80% between the fifth and twelfth contact¹¹.
- Companies with the fastest growing revenues are most likely to attempt to contact a lead five to eight times¹².

Research shows that email marketing continues to perform at a high level compared to other channels¹³. But while email engagement is up over 2018 and 2019, revenue is down; indicating the possible conclusion that sales cycles took longer in 2020 when compared to years previous¹². If organizations want to convert leads into customers, they need to be more persistent in their outreach efforts. This is especially true for telecommunications businesses since the demand and usage of their services increased in 2020¹⁴. We have updated our grading scale to reflect changes congruent with a post-COVID world.

To assign a score for persistence, we counted the total number of times a company attempted to contact each lead through email, voicemail, and text message over a 22-day period. While the persistence range ran from 1 to 33 attempts, most companies received a D grade by making just 1-2 attempts.

We based our persistence grading scale on what previous studies have proven to be the optimal number of touches. Too few touches may not capture the recipient's attention or may not motivate them to respond. Conversely, too many contact attempts produce diminishing returns or could annoy the recipient.

Roughly 7% of companies earned an A grade by making 11 to 15 attempts.

Grading Key:

Number of times contacted	Persistence Points	Letter Grade
0	0	F
1-2	5	D
3-6	10	C
7-10	15	B
11-15	20	A
16-20	15	B
21+	10	C

Persistence Insights

Over half of companies gave up after 1 or 2 attempts to follow up with the lead.

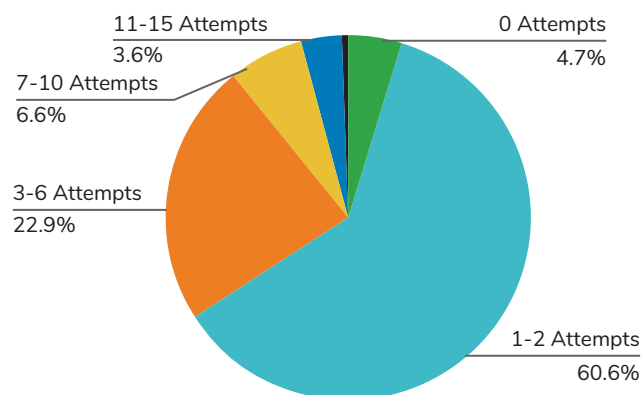
Only 35% of our surveyed companies made four or more attempts to reach out to our secret shopper. This is unsurprising since persistence puts the greatest demand on a Sales representative's time.

This may indicate that companies should put more effort and resources into automation solutions to increase their number of contacts with each lead in hopes of capturing every possible opportunity without overburdening the Sales team. In fact, due to increased competition and longer sales cycles, higher-than-usual persistence in lead follow up might be a necessity.

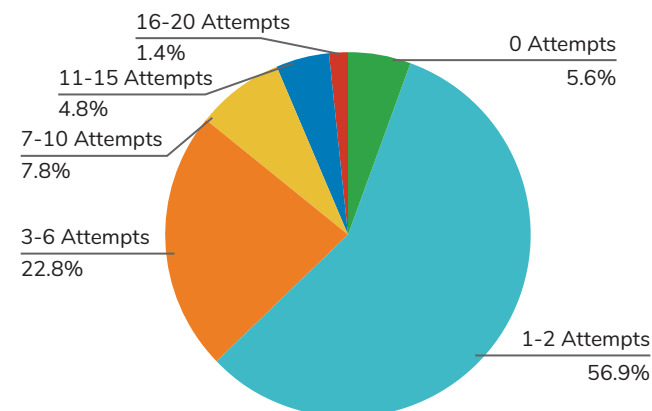
Persistence is on the minds of many Marketing and Sales teams. However, each company manages its processes differently. Some companies send multiple attempts from a single Salesperson. Others prefer to nurture leads through automated notifications about webinars, newsletters, and shared content.

These differences may be due to norms in these target industries, varying adoption rates of best practices, or behavioral changes due to economic pressures.

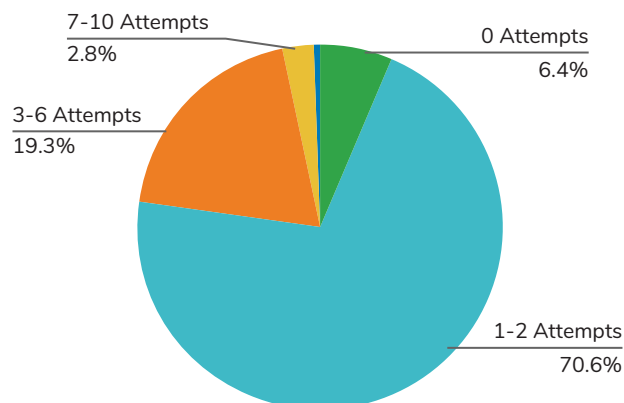
Overall Number of Outreach Attempts, 2020



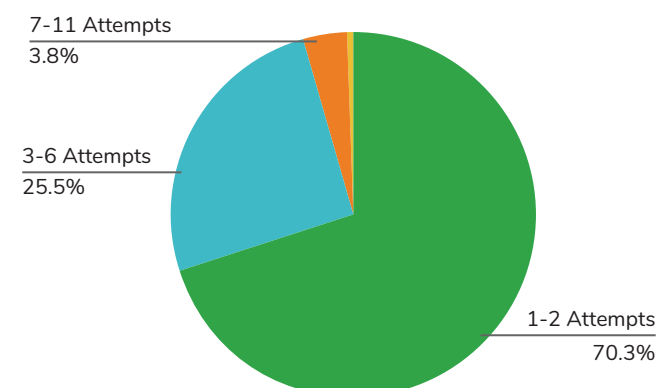
Technology Industry Number of Outreach Attempts



Telecommunications Industry Number of Outreach Attempts



Media & Entertainment Industry Number of Outreach Attempts



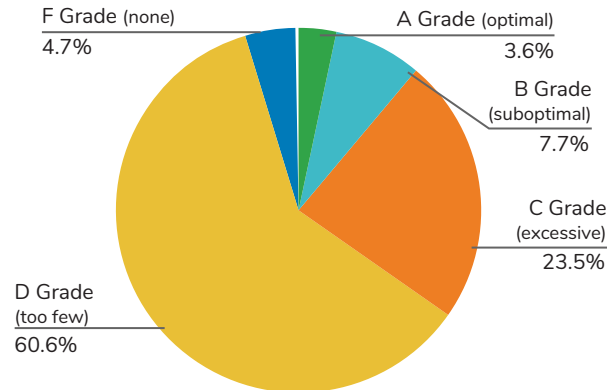
Persistence Insights

The number of attempts are bucketized and graded according to the following metric.

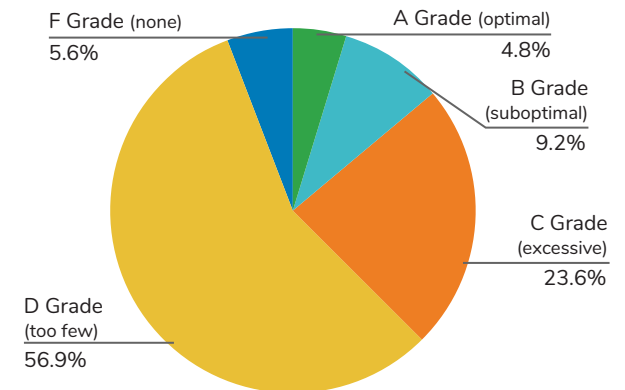
Number of times contacted	Persistence Points	Letter Grade
0	0	F
1-2	5	D
3-4	15	B
5-11	20	A
12-15	20	A
16-20	15	B
20+	10	C

Companies earning high grades (A to B range) were persistent in their outreach without overwhelming the lead with too many attempts; while companies earning low grades (D or F) did not make enough attempts to engage the lead.

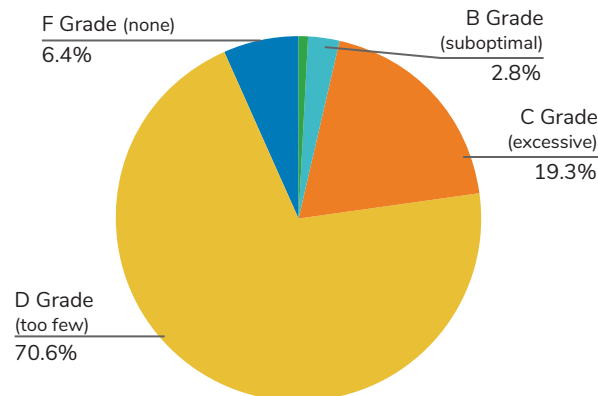
Overall Persistence Grade Distribution, 2020



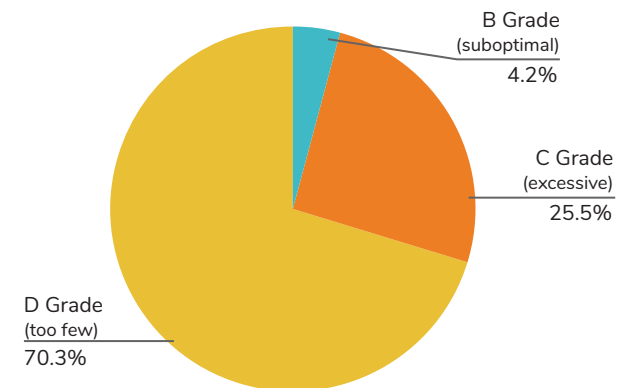
Technology Industry Persistence Grade Distribution



Telecommunications Industry Persistence Grade Distribution



Media & Entertainment Industry Persistence Grade Distribution





Personalization

Market research shows that personalized communications with an inbound lead significantly increases the likelihood of successful engagement and conversion:

- Sending an email from an individual rather than a company name can increase your email click-through rate (CTR) by 35%¹⁵.
- Emails with personalized subject lines are 26% more likely to be opened by recipients¹⁶.
- Personalized emails are opened 137% more often than impersonal emails and enjoy a higher CTR (129%) than more graphics-heavy emails with generic “To” and “From” fields⁵.

With these statistics in mind, our researchers created a five-part standard to evaluate each individual response from these companies for personalization:

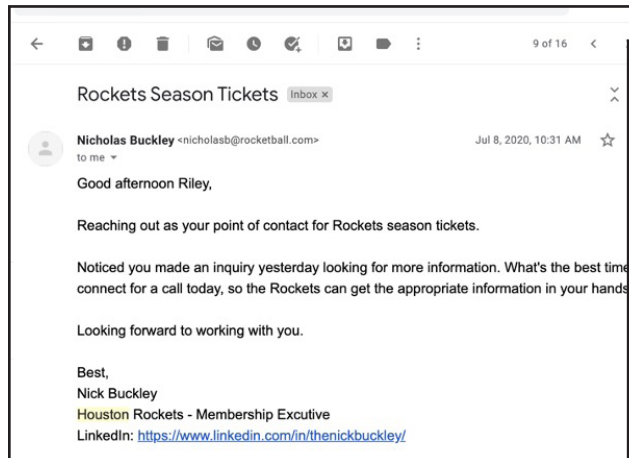
- 1. Personalized greeting:** Did the message refer to the secret shopper by name?
- 2. Individual sender:** Did the “From” line of the email list a human name, or a company, team or department name?
- 3. Signature or contact information:** Did the message provide contact information for the sender to respond?
- 4. Success factor:** Did the sales associate move the conversation forward?
- 5. Personalized content:** Did the content of the email reference the lead’s initial request?

All emails and voicemails in this latest study were graded for personalization using the above five-part rubric. Perhaps unsurprisingly, voicemails were far more personalized than emails due to the natural flow of spoken conversations and lack of automated solutions. However, there were voicemails that failed to reference the company name entirely making it difficult, if not impossible, to determine their origin. These instances were filtered out of our study since they could not be graded accurately.

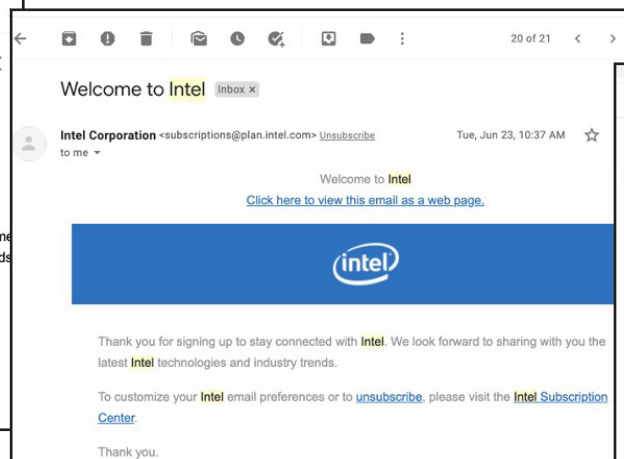
Key finding: In messages we categorized as personalized, almost everyone included the lead’s first name in the greeting. However, that alone was not enough to qualify as a well-crafted email.

Personalization

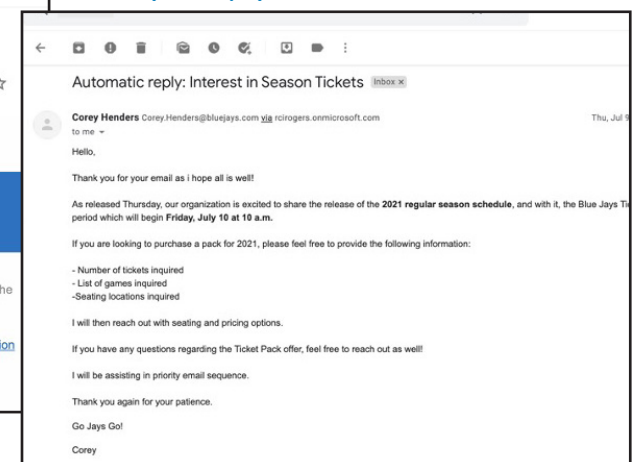
Example of a well-personalized email



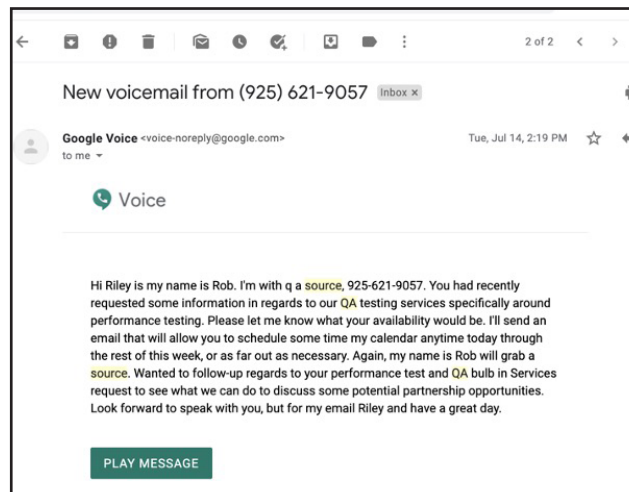
Example of an email that makes no personalization effort



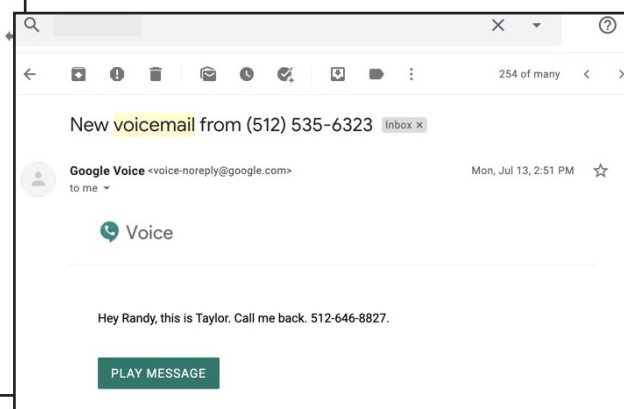
Example of a poorly-personalized email



Example of a well-personalized voicemail*



Example of a poorly-personalized voicemail*



Grading Key:

Number of Personalized Elements	Personalization Points	Letter Grade
0-1	0	F
2	5	D
3	10	C
4	15	B
5	20	A

* Voicemails digitally transcribed by Google Voice do not perfectly represent the communication shared by the Sales rep.

Personalization Insights

In 2020, 29% of companies made an effort to send tailored responses by including four or more personalization elements in their follow-up communications. Over half of the companies surveyed made minimal attempts to personalize their responses.

Many companies leverage autoresponders to alert the lead that their request was captured and is now in process. These generic auto-response emails start lead engagement on an impersonal note. Worse still, a few of the companies surveyed did not follow up with our secret shopper after an auto-response was sent or only made poor attempts within the 22 days after. This year, it is especially important for companies to deliver personalized messages to cut through the noise of higher email volumes and effectively engage leads.

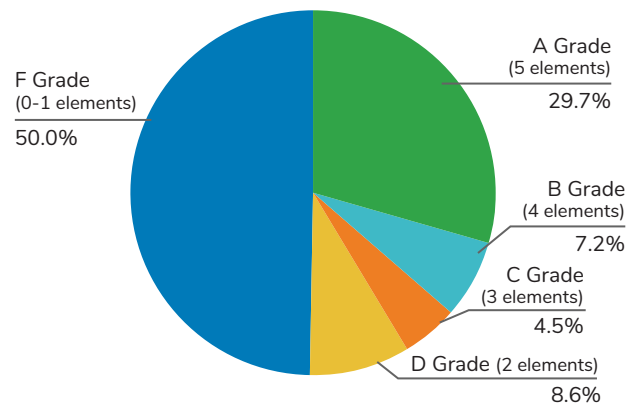
There are common marketing automation practices that companies in the study used to help personalize first communications. Automatically including the lead's name is a prime example. But there were many examples where companies neglected to push the conversation forward, lacked a human-like touch, or failed to engage the lead in two-way conversations.

While almost 30% of companies earned an A grade for their personalization efforts, there was a larger percentage that earned an F grade (50%). Most of these low-

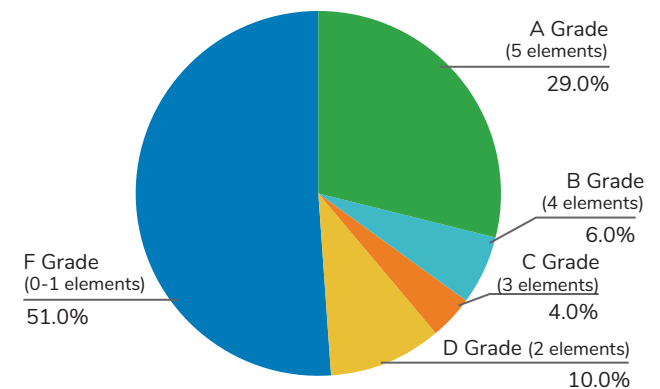
scoring companies used autoresponders to include only the lead's name without any other personalization elements. It's clear that companies need to improve

their personalization efforts either through increased attention from business professionals or by adopting more robust, human-like automated solutions.

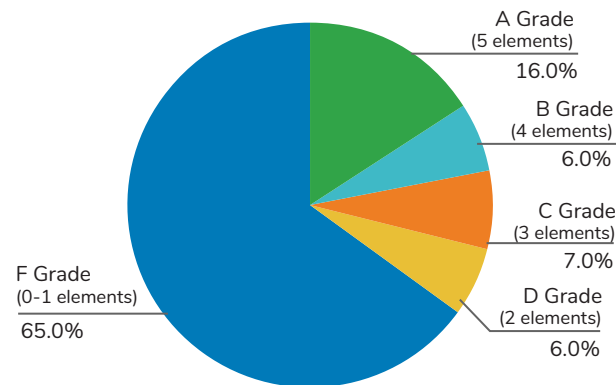
Overall Personalization Grade Distribution, 2020



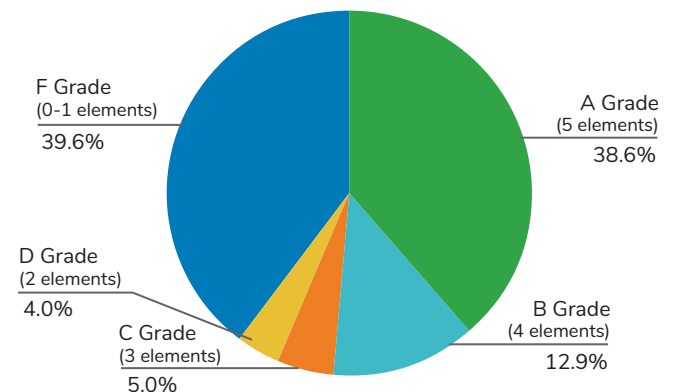
Technology Industry Personalization Grade Distribution



Telecommunications Industry Personalization Grade Distribution



Media & Entertainment Industry Personalization Grade Distribution



Performance

Companies surveyed by our secret shopper were graded based on where their communications landed. Specifically, voicemails and emails arriving in the “Primary” Gmail inbox received an A grade. Emails falling into the “Social” or “Promotions” folders were given a D grade. Those landing in the “Spam” folder received an F grade. The rationale behind this grading scale is to reward companies sending highly personalized messages that landed in the Primary folder, while also aptly grading companies who used a hybrid approach of sending both personalized messages and mass email nurtures. Thus, companies earning an aggregate B or C grade did so due to a dual-nurture approach either favoring personalization or mass nurture respectively. On average, half of business emails end up in spam folders—a number that remains consistent across various industries and organization sizes—which means a lot of time and effort is wasted in reaching leads¹⁷.

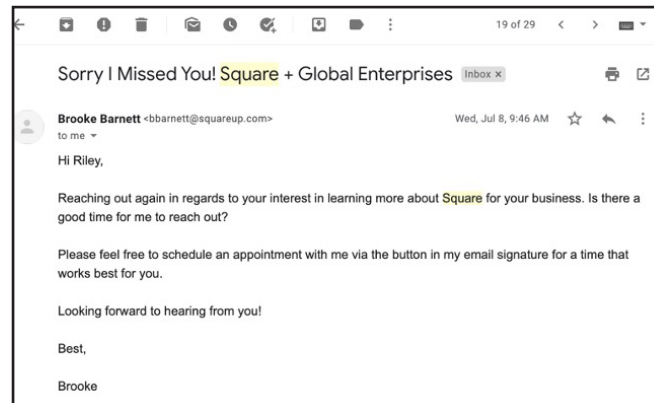
Each company’s overall performance grade was calculated by computing the mean number of performance points earned across all responses delivered by the company. From there, numerical scores were matched to a letter grade based on the same grading scale used to determine the company’s overall grade.

Grading Key:

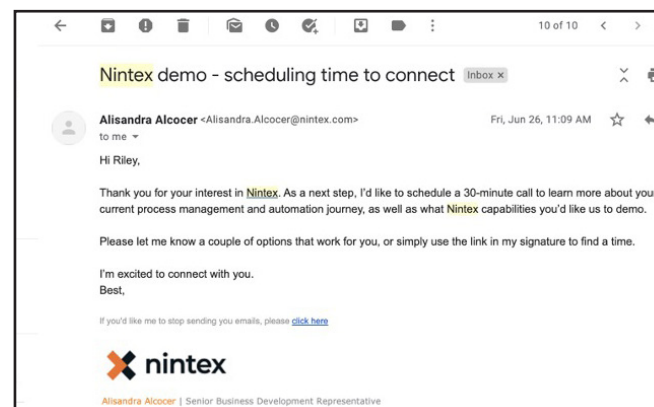
Gmail Tab	Performance Points	Letter Grade
Spam	0	F
Social	5	D
Promotions	5	D
Primary	20	A

Good examples:

This email landed in the primary inbox.

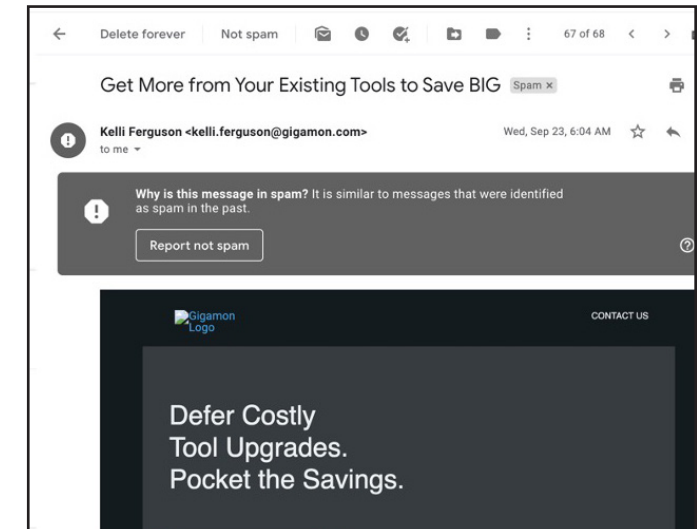


This email landed in the primary inbox.

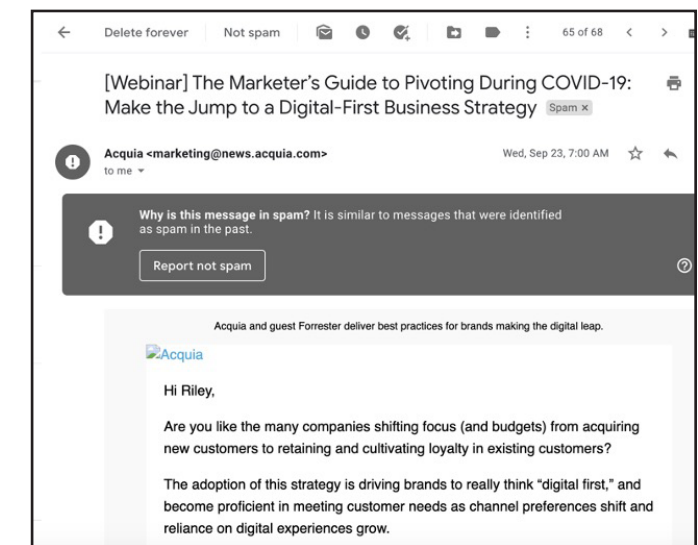


Bad examples:

This email landed in the spam folder.



This email landed in the spam folder.



Performance Insights

In 2020, only 12% of emails received an A grade. The vast majority of companies surveyed failed to consistently reach the Primary inbox to engage the lead with a personalized message.

This year, performance was graded on which Gmail folder a company's email responses landed:

- Companies earning an **A grade** delivered highly personalized emails which landed in the **Primary inbox** the majority of the time.
- Companies earning a **D grade** delivered emails which mostly landed in the **Promotions or Social inboxes**.
- Companies earning a **B or C grade** used a **hybrid approach** of delivering highly personalized emails to the shopper's Primary inbox as well as promotional emails to their non-primary inboxes.
- Lastly, companies earning an **F grade** delivered a majority of **spam emails**.

When it comes to personalization, there is almost a binary distinction. Your communications either fall in the right place (the primary inbox) or the wrong places (Promotions/

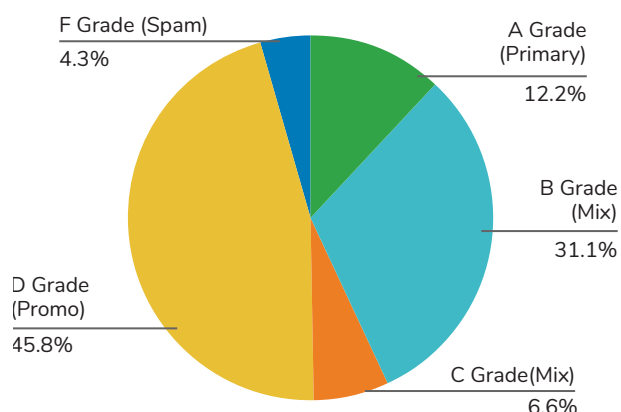
Social or Spam). Performance and personalization go hand in hand as the content of an email affects how it reaches the recipient. The more personalized a message, the more

likely it will end up in the Primary inbox. Since potential customers are most likely to notice and respond to messages in their Primary inbox, it

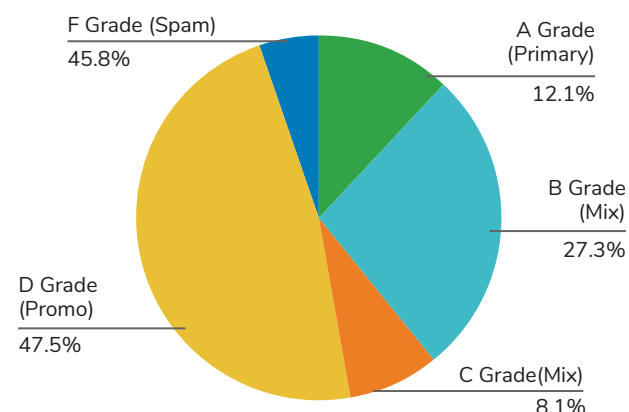
is vital for organizations to offer a human touch whenever possible¹⁸.

Here's a breakdown of the grading this year:

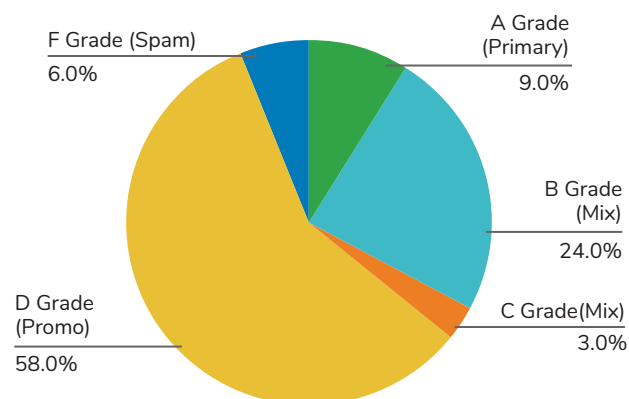
Overall Performance Grade Distribution, 2020



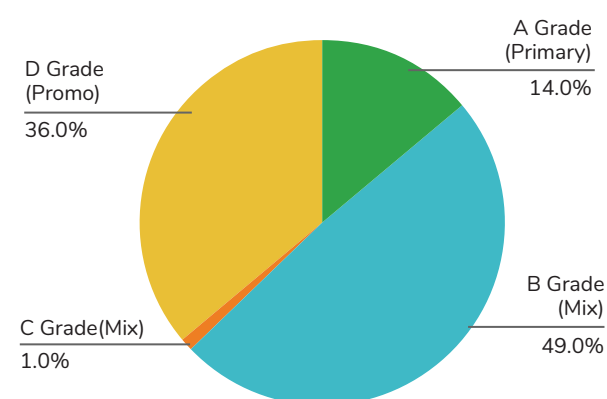
Technology Industry Performance Grade Distribution



Telecommunications Industry Performance Grade Distribution



Media & Entertainment Industry Performance Grade Distribution



Insights from Overall Grades for Lead Follow-Up

It's worth noting that there are a variety of factors that influenced the results of this year's study compared to years previous. First and foremost, our target industries changed. While we have tracked Technology and Telecommunications in years past, we added Media & Entertainment for the first time ever.

Second, the economic fallout of the COVID-19 pandemic undoubtedly affected the companies we are targeting. While we cannot know the specific influences this had on each organization we surveyed, it's not unlikely that some of these businesses reduced staff, redirected resources, or struggled with internal stressors and higher workloads. The Media & Entertainment industry continues to wrestle with delayed event scheduling, as well as social distancing requirements and health regulations for guests and players/performers.

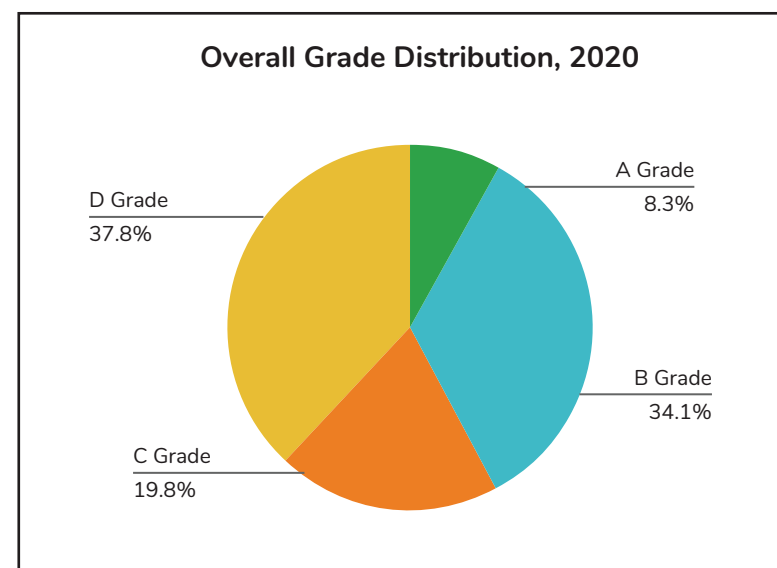
Overall grades are determined by averaging each company's scores across all four categories and then converting them to a letter grade using the following key:

Grading Key:

Averaged Total Points	Letter Grade
16-20	A
11-15	B
6-10	C
1-5	D
0	F

Insights:

- Of the 1122 companies that responded to our inquiries, just 94 companies (8%) received an overall A grade.
- Roughly half of companies earned either an overall B grade (384 companies or 34%) or an overall C grade (223 companies or 20%).
- 426 companies (38%) earned an overall D grade.
- Only the 55 companies who did not respond at all and earned an overall F grade.

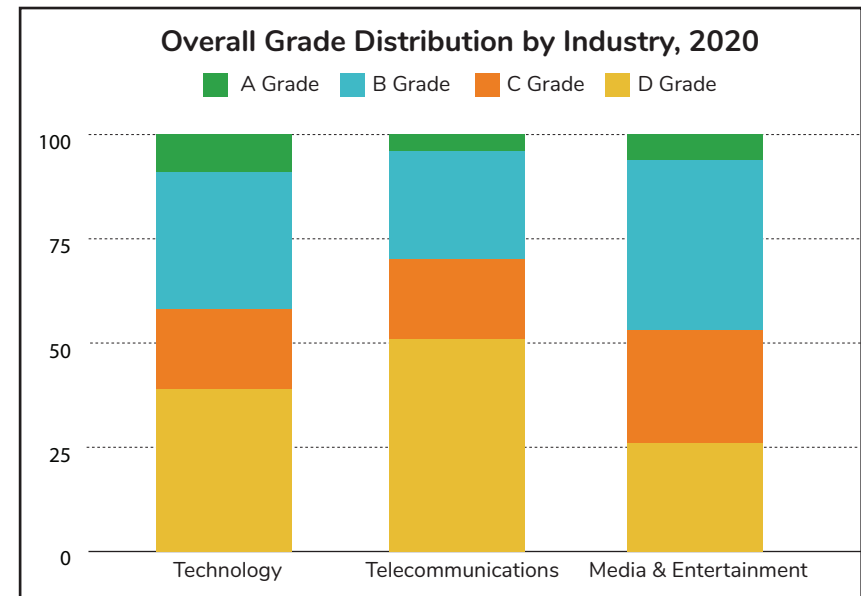




The 4Ps by Industry: How Tech, Telecom, and Media & Entertainment Industries Stack Up

Top Industries with Overall “A” Grades

The Technology industry scored highest overall, with 10% receiving an A grade, followed by the Media & Entertainment industry at 6% which earned the highest grades in three of the 4Ps. The Telecommunication industry placed last, with only 4% scoring an A.



Steps to Improve Lead Follow-Up

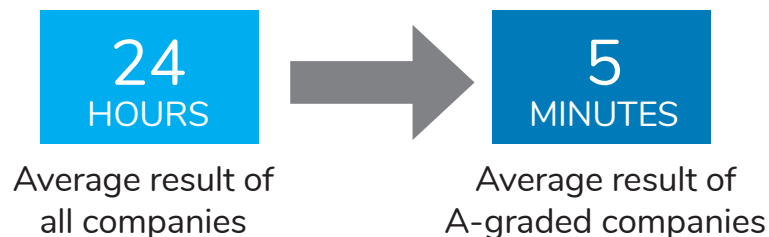
Sales teams enjoy more at-bat opportunities when they engage each and every lead in a personalized, two-way conversation. But even with the best intentions and thorough planning, companies and their Sales teams often fall short of achieving optimally across all 4Ps – Promptness, Persistence, Personalization, and Performance – due to capacity constraints. Business professionals simply do not have the time to engage with every lead, which is why organizations adopt technological solutions to fill in the gaps.

While many companies deploy technological solutions to help teams reach large audiences, they can still fall short if the technology lacks sufficient Promptness, Persistence, Personalization, or Performance. Sales enablement tools and marketing automation platforms must engage leads in two-way conversations that drive them to the next best action (such as scheduling a sales meeting or gauging interest in particular products or services).

Companies hoping to improve their sales effectiveness can implement the following strategies:

Promptness

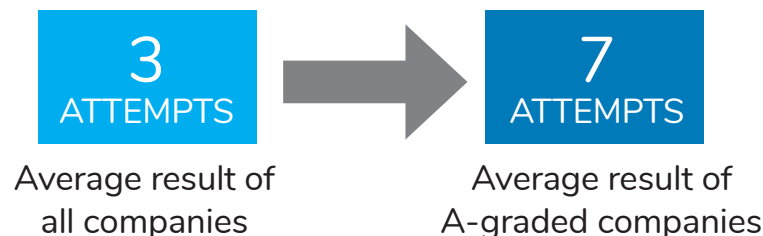
Respond to an inquiry as soon as it arrives



The majority of our surveyed companies receiving an inquiry from our secret shopper took up to one day to respond, earning a C grade. Replying to inbound inquiries within just five minutes is ideal for engaging a potential customer at the moment they express interest. Due to capacity issues and limited resources, it is simply not possible for the vast majority of Sales representatives to personally engage every single lead within a 5-minute window. Fortunately, automation can ensure Sales teams do not neglect their critical leads.

Persistence

Make more attempts to contact your lead

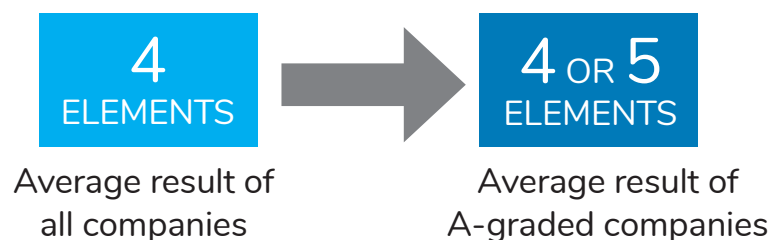


More than 60% of the companies we contacted made just one or two attempts to reach our secret shopper. Organizations that follow-up with inbound leads an average of five to eight times significantly improves the success of engaging the prospect. However, following up more than 12 times in a 22-day period can diminish the effectiveness of your outreach efforts. By automating this process, Sales teams can quickly boost their persistence without putting additional strain on their teams.

Steps to Improve Lead Follow-Up

Personalization

Increase the number of personalized elements in your email follow-up

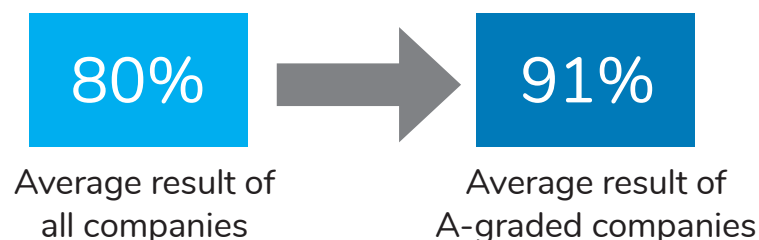


37% of the companies included in our research this year made an effort to send tailored responses by including four or more personalization elements in their follow-up communications. To craft better, more personalized responses, companies can implement the following five guidelines:

1. Send a greeting with the inbound lead's first name and sign the email with the name of one of your Sales representatives.
2. Send your email responses from a personal email account that the lead can easily reply to, rather than sending it from a generic marketing email address such as "noreply@abc.com" or "marketing@company.com."
3. Refer to the lead's specific inquiry within your response, so that the lead feels engaged and perceives the response as personalized.
4. Move the conversation forward. For example, propose dates and times to schedule a phone call.
5. Include specific contact information, like a phone number and email address, so the lead can get back in touch with your Sales representative.

Performance

Keep email responses brief and include information relevant to inquiries



As email filters become more advanced, organizations need to adopt more robust automation technologies to deliver quality messages that reach inboxes and resonate with recipients. Follow these tips to ensure your email will avoid the Spam folder and land successfully in your lead's inbox:

- Make sure your recipients agree to receive your emails and phone calls.
- Keep your email personalized by including the recipient's first name as well as information relevant to them (such as their job, company, industry, goals, pain points, etc.).
- Tailor unique messages rather than blast the same automated message to everyone.
- Eliminate words that trigger spam filters (e.g. "money," "cash," "free"), as well as poor grammatical practices (e.g. using all caps or exclamation points in subject lines or body graphs).
- Avoid sending emails with one large image, too many links, or numerous images throughout the email.
- Keep your responses brief and to the point.
- Do not buy or rent email lists.



Conclusion

For the fifth year, Conversica commissioned independent researchers to track inbound lead engagement efforts by U.S. companies across three B2B and B2C industries.

Below is a summary of the major findings from this study:

- Our target industries struggled to deliver prompt messages to our secret shopper with roughly 50% of companies taking 24 hours or longer to follow up.
- A third of companies surveyed (33%) attempted to reach our secret shopper between 3 and 15 times.
- Almost 50% of companies surveyed made little to no attempt to personalize their lead follow-up communications. Organizations need robust automated solutions to deliver more personalized messages to resonate with their inbound leads.
- Too many messages coming from our surveyed companies fell into the Social and Promotions folders rather than the Gmail Primary inbox.
- In the overall grade distribution, the Technology industry performed the best, with 10% of companies earning an overall A.

Endnotes

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About Conversica

Conversica is the pioneer and 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.

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 with nearly a billion interactions, integrating natural language understanding (NLU), natural language generation (NLG), business process automation and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

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