

Intelligent Virtual Assistants Deliver Human-Like, Two-Way Conversations Across Email, Website Chat, and SMS Text

What

Conversica AI Assistants deliver human-like, two-way conversations at scale via multiple channels including **email**, **website chat**, and **SMS text**.

Why

- Conversica AI Assistants engage leads and customers with the **right message, on the right channel, at the right time**—to best drive revenue opportunities for your business
- AI Assistants offer continuity across channels by driving to specific business outcomes; such as educating leads, using conversations to qualify sales-ready prospects, or retaining/growing existing customers

How

- Conversica AI Assistants are powered by our Conversational AI platform that combines the key ingredients of decision management and process automation to engage and take action in a human-like manner at scale
- Conversica offers a deep library of skills and conversations built on best practices to drive the most authentic conversations appropriate for each channel

Enjoy greater omnichannel visibility by tracking conversations across email, website chat, and text messaging in the Conversica Conversational AI platform.

Seamlessly Communicate With Prospects and Customers Across Multiple Communication Channels With AI Assistants

Customers today expect communication on their terms. This includes prompt and personalized communications across multiple channels including **email**, **website chat**, and **text messaging**. But when the number of contacts far exceeds your ability to manually personalize every conversation, customer experiences lag and opportunities get missed.

Conversica AI Assistants act as digital team members, helping Marketing, Sales, and Customer Success teams to automate two-way, personalized messages that motivate the next best action in driving revenue opportunities. Whether promptly and persistently pursuing communicating with customers via email, meeting website visitors in the moment via website chat, or connecting with customers on the go via SMS text messaging—Conversica AI Assistants meet customers where they are, with the right message, at the right time.

Multi-Channel Conversational AI

Conversica is the leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. Our Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform 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. This means our Conversational AI solution offers more mature and robust conversations than many other communication platforms.

- **Go beyond traditional Marketing Automation Platforms** which deliver only one-way communications. Conversica AI Assistants autonomously craft and deliver two-way messages to contacts while also interpreting responses and matching it with the next best action; such as passing hot leads to a Salesperson or handraisers to a Customer Success Manager.
- **Embrace true Conversational AI for website chat.** Simple, rules-based chatbots can only deliver canned answers to pre-programmed questions.
- **Start the conversation over SMS text.** Unlike SMS bots who can only understand pre-defined answers and usually fail at meeting customers' expectations, Conversica's AI assistants can interpret the texts, understand the buyer's intent and take the next best action.

Better still, Conversica works alongside these other technologies in your techstack (such as your CRM, MAP, or Sales Enablement Platform) to drive the best possible outcomes for your revenue teams.

Multichannel AI-Driven Conversations

AI Assistants seamlessly engage prospects and customers where they are to further the conversation—even across more than one channel:



Email - Make multiple, unique attempts to engage prospects and customers, determine interest, and drive towards the next best action; whether that's scheduling a Sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.



Website Chat - Engage your online visitors with website chat to help them learn more, promptly answer questions, capture/update lead information, contact a Sales or Support representative, and schedule demo meetings in real-time. The AI Assistant also follows up on any chat conversation via email to ensure the contact's needs have been met.



SMS - Start the conversation on mobile with prior approvals for direct and powerful AI engagement on the go. Or move conversations from email to SMS by driving TCPA opt-in consent from contacts and keep the conversation going over text messages while your prospects and customers are mobile.

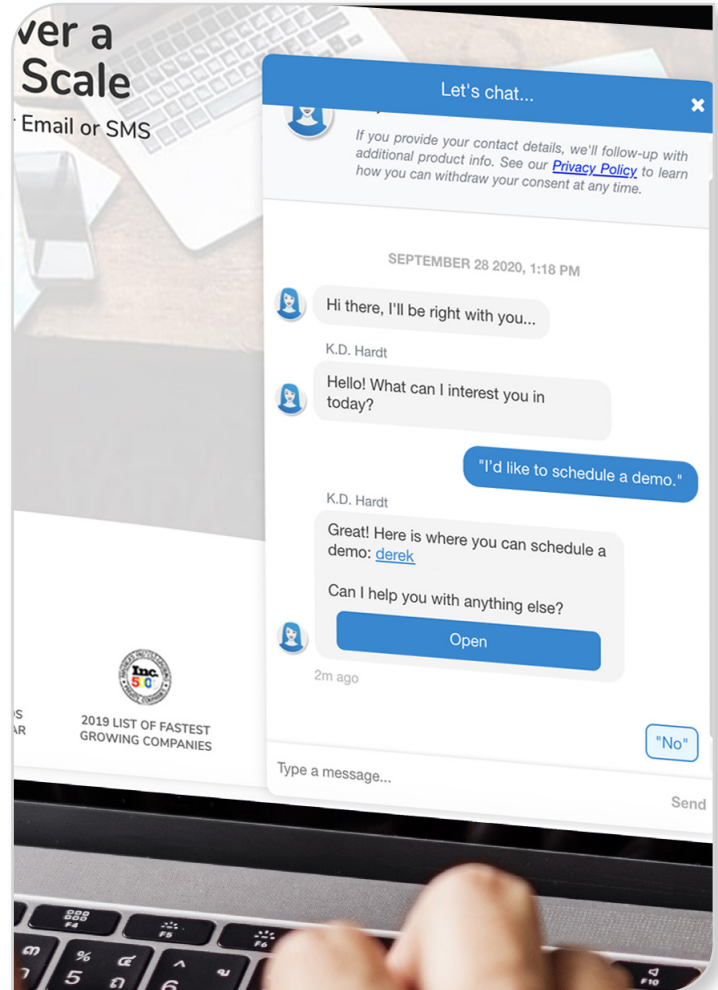
Provide your prospects and customers the attention they need. And enjoy greater multichannel visibility by tracking conversations across email, website chat, and SMS text messaging in the Conversica platform. Know when your AI Assistant hands a contact to your employees with end-to-end visibility.

Connecting With Customers via AI-Driven SMS Conversations

Enjoy the speed and convenience of personalized SMS outreach campaigns that autonomously motivate customers to take action. Whether it's prospects who recently showed interest but never converted or previous customers who never showed up again, Conversica customers leverage SMS enablement to engage 100% of their contacts.

Conversica B2C customers—whose prospects and customers prefer the SMS channel because of its speed and convenience—can now start AI Assistant-driven conversations via SMS seamlessly with their opt-in lists.

Conversica AI Assistants attract, acquire and grow customers at scale across the entire customer revenue lifecycle via multiple communication channels.



AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

Move Over Chatbots, Conversational AI-Powered Chat Is Here

When a visitor hits your website, they are largely interested in doing one of four actions:

- Learn More
- Schedule a Demo
- Contact Sales or Support
- Ask a Question

Conversica AI Assistant makes it easy to provide quick answers to simple questions, link to requested website resources and key pages, capture contact information within your marketing automation platform, and respond to free-form messages. Visitors expressing interest in a demo can effortlessly schedule a meeting through the AI Assistant that will also autonomously alert the assigned Sales rep.

During a chat session, the Conversica AI Assistant determines intent via its tap function or by interpreting and responding to free-form messages from your website visitor using Conversational AI.

Kick Your Playbooks to the Curb

When using the Conversica AI Assistant for email, website chat, or SMS text you don't have to write a single chat conversation or build a workflow from scratch. AI Assistants come equipped with best practices and pre-built conversations which can be configured and deployed within minutes.

Alert Your Team If Further Action Is Required

Conversica AI Assistant is both your top-performing and best teammate. Our Conversational AI solution alerts your assigned Marketing, Sales, or Customer Success colleagues over email or SMS when they need to review and take action.

Keep Your Contact Database Tidy

Conversica AI Assistants immediately update the marketing automation or CRM system with new contact information captured during the interaction; keeping your contact database accurate and up-to-date—and it's no different for website chat. Any new information, like name or email address captured during the chat session, will be updated into your Marketo or Salesforce CRM*.

Follow-up with Email to Close the Loop

Delivering an excellent customer experience is the number-one driver in purchase decisions and should start with the earliest interactions. But what happens when a chat session is complete? Once contact information is shared, the Conversica AI Assistant automatically follows up with an email a few days later to ensure the proper action was taken and the visitor's needs were met.

Explore Conversica for Yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

Unparalleled Channel Validation, Deliverability, and Data Quality

Conversica AI Assistants help Marketing, Sales, and Customer Success professionals to build confidence through our best-in-class channel validation, deliverability, and data quality to ensure high data integrity and deliverability rates. Conversica uses one of the largest email quality networks to validate email addresses to avoid spam filters and being flagged as a bad sender.

Our validation, deliverability, and data quality system suppresses invalid email addresses and updates the status field in the system of record. If the email address gets sent but still bounces, then Conversica classifies the bounced lead, sets the conversation status field in Conversica to "email bounced" and pushes that status field into the customer's CRM at the contact record so they can remove the lead from any other lists.

As the AI Assistant sends messages to the contact's email address, Conversica classifies the email address against six key criteria to determine the risk factor of deliverability. This ensures clean channels of communication and high performance throughout.

Enjoy improved operational efficiency, data quality, and integrity—all while engaging customers in prompt, personalized, and persistent communications driving to the next best action. Empower your revenue-generating teams and better assist your customers across channels with a Conversica AI Assistant.

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 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.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).