

The Conversica *Conversation* Index

Performance Benchmarks for Generative
AI-Powered Conversations

July 2024



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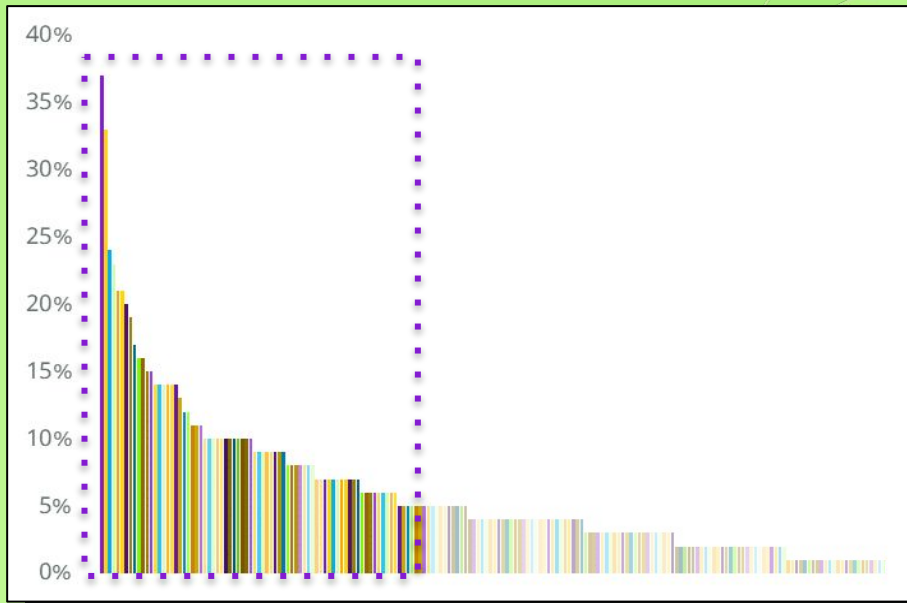
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What's Included

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 **68 of the top-performing conversations** to serve as a benchmark for revenue-influencing use cases. It showcases Conversica users' **Conversation Rate** and **Conversation Qualified Rates** across Assistant, Industry, and Geography.



Index Metric *Definitions*

Conversation Rate



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

Conversation Qualified Rate



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



✉ 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

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.

*Engaged in
Conversation*

✉ RE: Following up on your interest

Yes! Thank you.

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



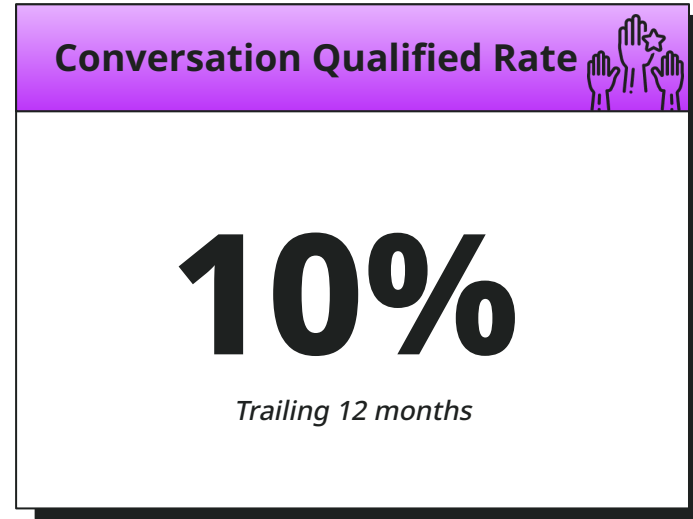
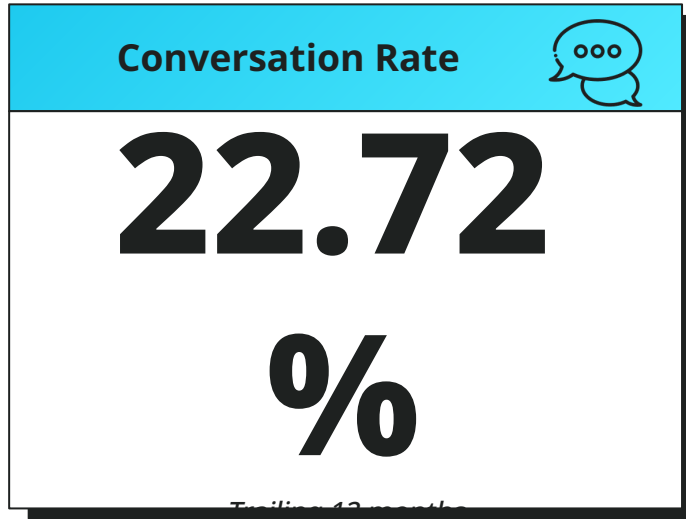
✉ RE: Following up on your interest

Call my cell: [Phone Number]

} **Conversation
Qualified**

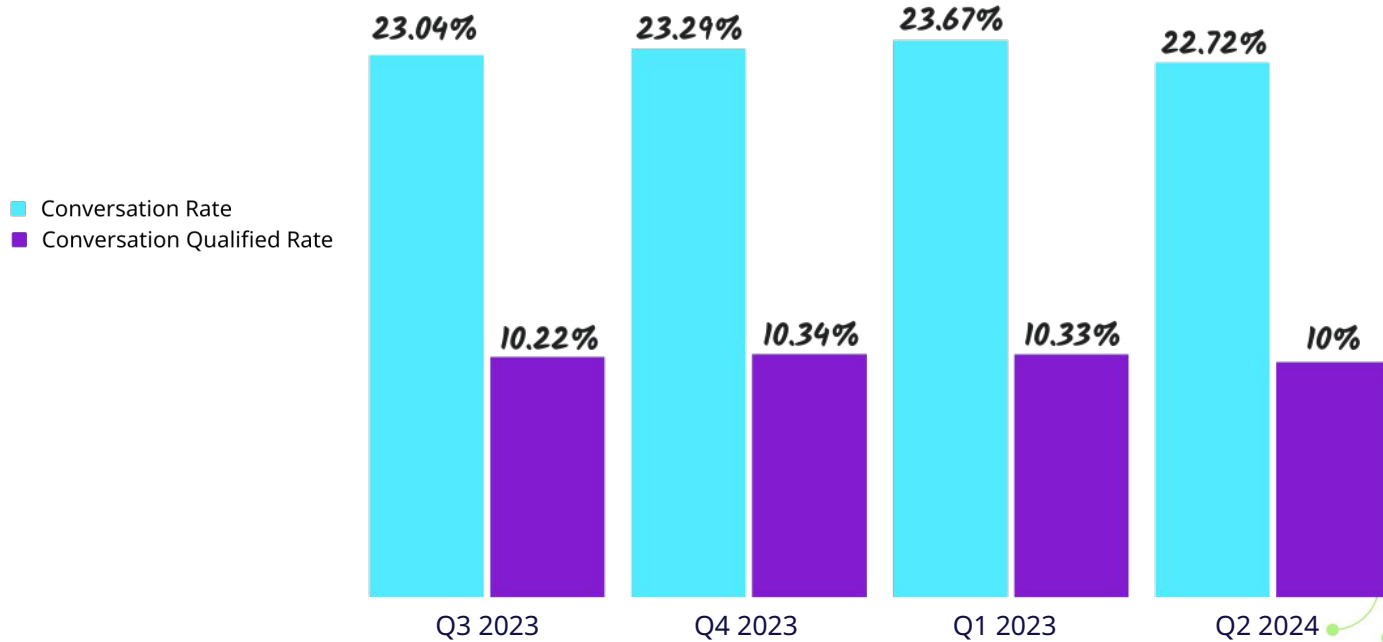
Conversation *Index*

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.



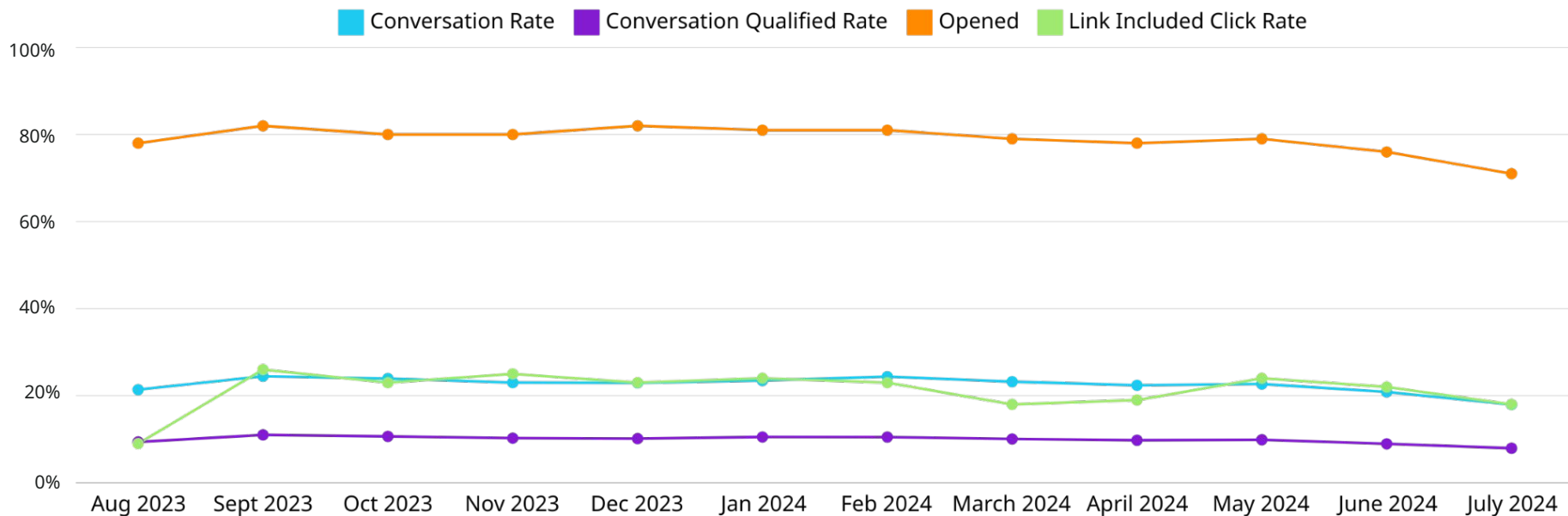
Quarterly Index Performance

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

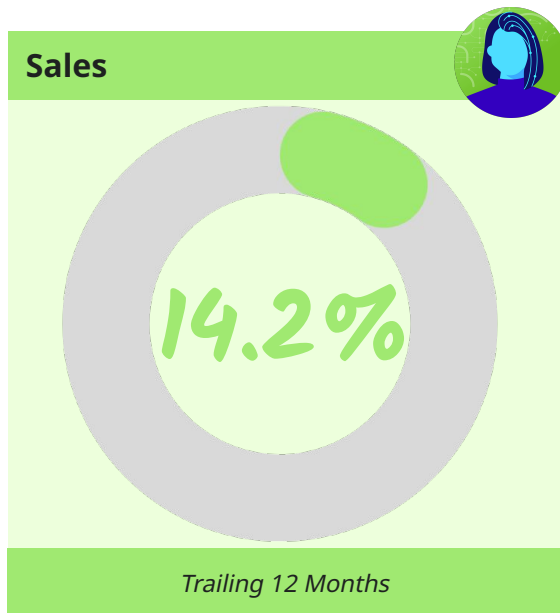
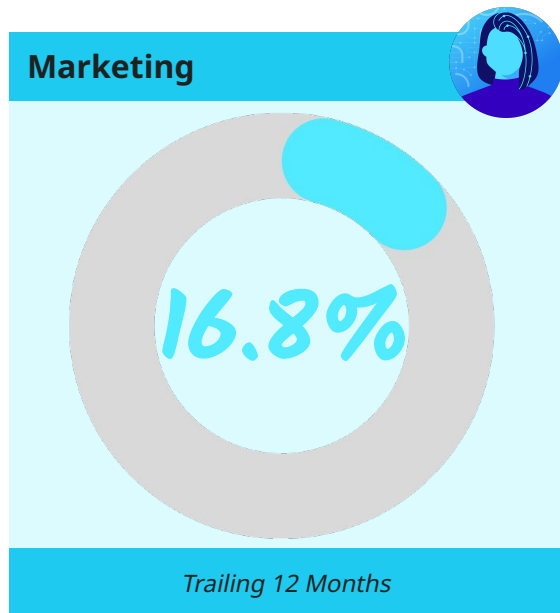


Performance by Month

Though opens and clicks are not primary metrics for Conversica, they are useful for gauging message deliverability and for certain link-included conversation flows, respectively.

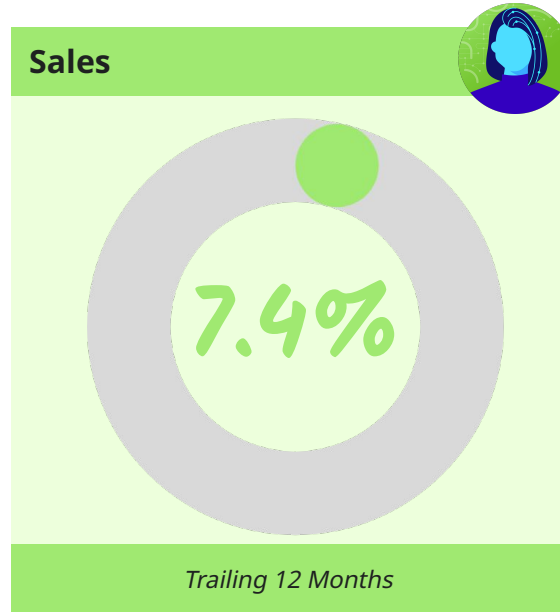


Conversation Rate by Area



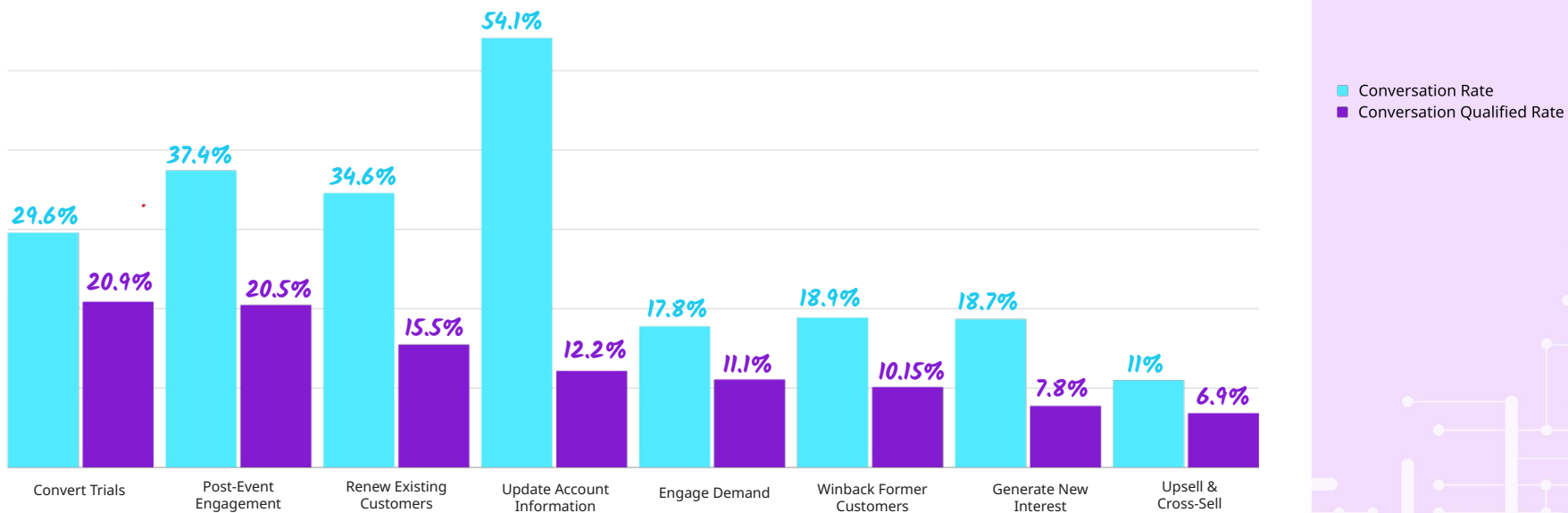
Conversation Qualified Rate

by Area



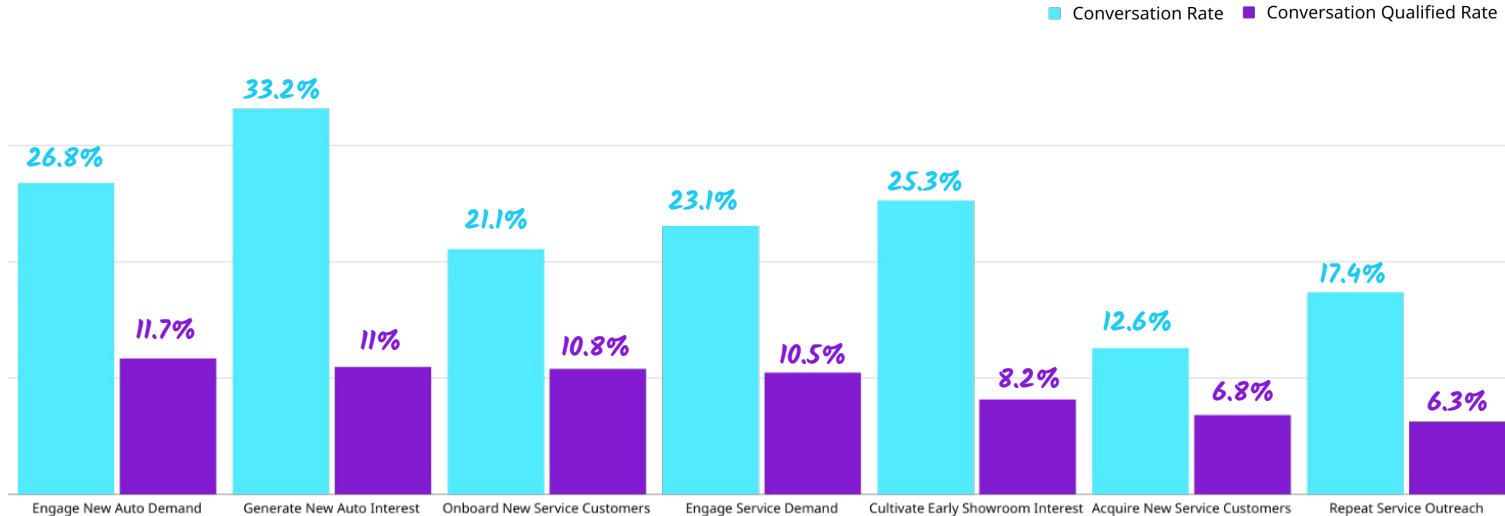
Top Use Case Performance

Our top-performing use cases over the last 12 months cover the entire funnel, from first touch to existing account expansion. While we are featuring our highest performers here, it's worth mentioning that some use cases are more likely to see lower numbers by nature. Like with any funnel activity, earlier stages will have lower interest than later stages. And as can be seen from the Update Account Information use case, some will see very high Conversation Rates with lower Conversation Qualified Rates due to the objective of the conversation.



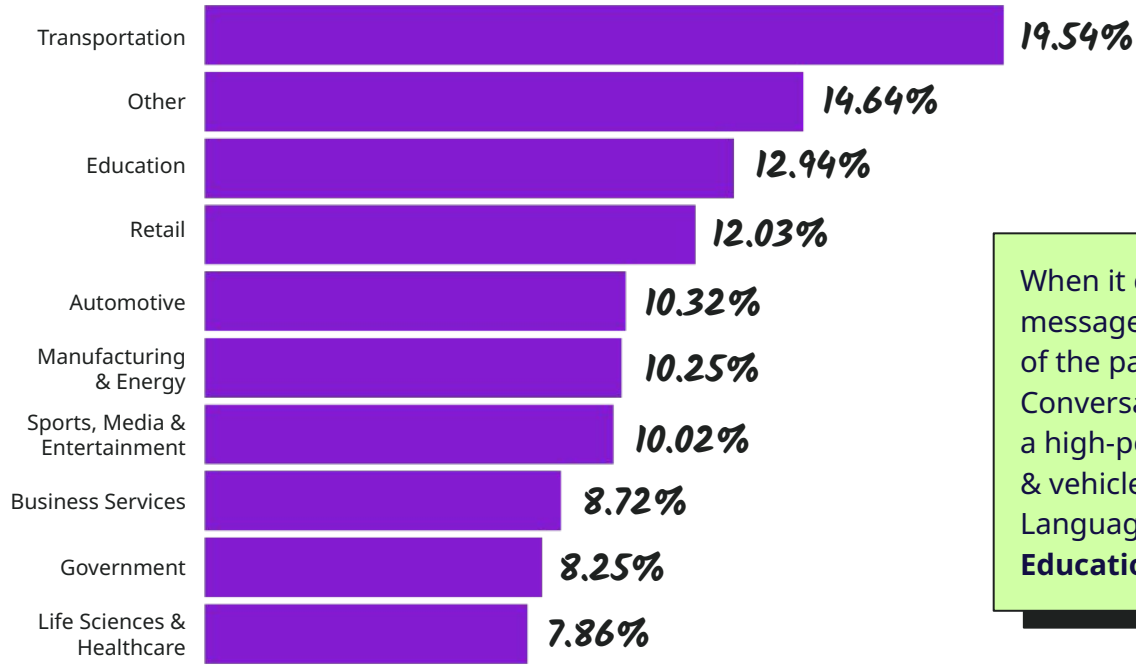
Top *Automotive* Use Cases

The Automotive industry has unique use cases compared to the rest of the verticals we support, with conversations specifically designed to serve dealerships' needs. These are the top performing use cases for Auto Sales and Service.



Top Performing *Industries*

By Conversation Qualified Rate



When it comes to the percentage of leads messaged turning hot, **Transportation** is ahead of the pack with nearly 1 in 5 contacts becoming Conversation Qualified. This comes mostly from a high-performing Chilean industrial machinery & vehicle wholesale distributor using a Spanish Language Auto Sales conversation. **Other** and **Education** round out the top 3.

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.

