

Case Study

Automotive



Customer

Al Serra Auto Plaza, Michigan's largest auto sales complex

Challenge

Engaging and nurturing an increasing volume of Internet leads

Conversica Solution

Sales conversion management featuring ongoing lead engagement and real-time lead nurturing

Conversica Virtual Persona

Lisa, Customer Service Representative

Conversica Assists

- US\$130 million in assisted gross revenue
- 5,328 total assisted sales
- 47,808 total leads worked
- 50 percent engagement rate

Al Serra Auto Plaza doubles monthly sales from Internet leads with Conversica

Al Serra Auto Plaza in Grand Blanc, Michigan has grown from a small Chevrolet dealership to become the largest auto sales complex in the state. Encompassing five rooftops, the Al Serra dealership is Michigan's premier destination for purchasing Chevrolet, Buick, GMC, Chrysler, Dodge Jeep, Ram, Kia, Honda, Cadillac, Volkswagen and Subaru brands. Al Serra is part of Serra Automotive Group, which ranks among the top 10 privately-held retail automotive groups in the nation. Today, Serra Automotive operates in seven states and employs more than 1,400 people. The network includes 31 dealerships and represents 45 automotive franchises.

Since Al Serra opened in 1973, the dealership has focused on serving the complete automotive needs of its customers and has earned a reputation for excellent customer service. However, Al Serra's management team knew that they could always do better, especially in meeting the challenge of engaging and nurturing a new generation of sales prospects using the Internet channel. Al Serra's website was generating around 1,000 Internet leads per month, which was far more than the dealership's multiple sales teams could handle effectively while still taking care of phone-in and walk-in customers. There was also the perception that Internet leads were not as qualified as customers walking the forecourt, so many of these leads fell through the cracks.

"I knew we had to do something to help our sales people give Internet leads the attention they needed and give them a better way to manage those leads," says Jeff Jones, Internet Operations / Sales Manager at Al Serra. "I saw a demo of Conversica at the Digital Dealer convention and knew that this was exactly what we needed to automate responses to Internet leads. And I would no longer need to hire additional staff to do this."

The Conversica solution

Conversica was integrated with the dealership's existing Reynolds and Reynolds customer relationship management (CRM) system in April 2012. Jones and his management team

"Since we started using Conversica, our sales team has nearly doubled our monthly sales from Internet leads."

*Jeff Jones
Internet Operations / Sales Manager, Al Serra Auto Plaza*



decided to call Conversica's virtual persona Customer Service Representative, Lisa. Jones notes that Al Serra sales people who consistently close more than 12 percent will mention Lisa in their emails to customers to let them know that 'she' will be following up with them.

"It took a little adjustment, but now our sales teams are serious about embracing Lisa as a 'real' personal assistant," Jones says. "If I hear someone say that Lisa is not a real person, I remind them that Lisa is real enough to work 24/7 to follow up on potentially hot Internet leads they would otherwise miss out on. So they must include Lisa in their lead management process."

The Conversica sales conversion management platform assists Al Serra's sales teams 24/7 to:

- Create automated, two-way email-based communication with prospects using a human persona
- Determine the prospect's intent in real-time by interpreting text in the email response
- Alert the salesperson to contact qualified leads who indicate intention to buy now
- Follow up after the salesperson's initial contact

While Jones can look into the Reynolds and Reynolds CRM system's activity tab to see the cadence of the emails, the sales teams never need to access Conversica's dashboard or learn a new password. "Conversica is integrated so that I am the only one who ever needs to go into Conversica's dashboard," Jones says. "The sales people

can stay comfortable and consistent with the familiar CRM they have always used, but still get the advantage of Conversica's assistance."

On the management side, Jones uses the dashboard feature in Conversica to gather analytics that help him make better decisions on how to effectively manage Al Serra's five distinct brand managers and sales teams.

"I use our CRM to track my closing ratios and my sales, and use Conversica to identify if the prospect's needs are being met," Jones says. "This data helps me decide how to assign leads, and gives me an overview of how the different management teams are doing across all of Al Serra's rooftops. Conversica's dashboard analytics are key for me in working more effectively with our brand managers and sales people alike."

Conversica assists

Since implementing Conversica to help sales better manage leads in the virtual showroom, Al Serra has increased its sales closing rate for Internet leads from 6 percent to 12 percent – a 50 percent engagement rate. This improvement has come even as the volume of Internet leads has increased over time from 1,000 to nearly 2,500 per month.



"Since we started using Conversica, our sales team has nearly doubled our monthly sales from Internet leads," Jones says.

"Conversica was able to open our eyes to what we needed to do and our brand managers and their teams are taking full advantage of what Conversica can do for them. That's been the right combination for success at Al Serra."

In addition, Conversica has helped Al Serra's sales team recognize the value of Internet leads and give them the same level of customer attention as they give to walk-in customers. Even in their roles as Internet sales people Al Serra's teams are still out on the floor spending time with walk-in customers. However, when a Conversica alert comes in they can graciously excuse themselves to follow up with the Internet customer who has shown intent to buy now. Al Serra's philosophy is to treat the leads that Conversica has nurtured no differently than walk-in customers.

"Al Serra Auto Plaza is known for excellence in customer service and Conversica has helped us take it to the next level," Jones says. "Our sales teams love Conversica because it helps them manage their time more effectively and close more Internet leads.

On the business side, Conversica does the work of at least three people, so I don't need to hire additional staff to engage and nurture Internet leads," continues Jones. "Most of all, our dealership is able to generate significant revenue through Internet leads since each one can be contacted, engaged, and nurtured without taxing the resources of our sales teams."

For more information

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About Conversica

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Case Study

Insurance



spring venture group



Customer

Spring Venture Group, a leading independent insurance brokerage in Kansas City, MO

Challenge

Increase the efficiency of sales teams and reduce cost per lead acquisition

Conversica Solution

Automated sales conversion management software integrated with Salesforce

Conversica Virtual Persona

Mary

Conversica Assists

- 18,288 total leads worked by Conversica
- 30 percent lower cost per acquisition than target for web leads
- 52 new policies sold

Spring Venture Group Decreases Cost Per Lead Acquisition by 30 Percent with Conversica

Located in Kansas City, MO, Spring Venture Group is an innovative insurance brokerage specializing in the sale of health and life insurance, including supplemental Medicare insurance plans. The company is able to find its customers the best policy rates by comparison shopping plans across 25 different carriers.

Spring Venture Group is always looking for ways to increase the efficiency of its sales teams, especially through the use of sales automation solutions such as Salesforce. Still, the vice president of marketing's biggest challenge was to determine how many leads marketing needed to drive to sales in order to make their goals without increasing cost per acquisition (CPA). Spring Venture generates leads from multiple sources, including direct mail, demand generation campaigns, its websites, and by bidding on leads for purchase from third-party vendors.

"Typically, we were erring on the side of sending over too many leads instead of not enough," says Alex Allen, vice president of marketing at Spring Venture Group. "However, that can create problems with efficiencies, such as agents not being able to follow up on all of the quotes or not making enough dials on the leads we have sent them."

Allen heard about Conversica through a business colleague of one of Spring Venture's market analysts. At first, he admits he was skeptical that the Conversica sales conversion management application could automatically respond to inbound emails as a real person would do. He agreed to a one-month pilot program in which Conversica handled 10,000 leads at a very attractive price.

"The great thing about Conversica is that it's like adding another member to our team and we don't have to do much to manage it – and the cost per acquisition savings exceeded our expectations"

Alex Allen
Vice President of Marketing, Spring Venture Group

CONVERSICA
Converting Leads into Opportunities

Case Study

Insurance

"I also had doubts that the program would be sustainable, because most of the leads we wanted to send to Conversica were those we had tried and failed to contact for several days," Allen says. "But the Conversica pilot program was so successful, it proved me wrong."

The Conversica solution

Conversica went live at Spring Venture Group in early 2014 after a smooth implementation and integration with Salesforce. The company uses the Conversica virtual persona Mary to reach out to contact, engage, and qualify leads that Spring Venture's sales teams have been unable to reach after three days or five to seven dials. When leads come into Spring Venture during business hours, sales agents are given the opportunity to first contact the leads by phone before Conversica is triggered after three days with no response from the lead, or if the lead does not answer calls.

"Once Mary gets confirmation of intent from a lead, the Conversica application sends an alert email to one of our sales agents on a rotating basis and then it's up to the agent to follow up on the hot lead," says Allen. "Conversica makes it easy, because all the agent has to do is pull up the lead in Salesforce and click a button to dial." Allen also notes that the Agent Scorecard, a part of Conversica's integration with Salesforce, has helped him better manage the sales teams and make more informed decisions on which agents should be working on specific campaigns.

"The first thing that impressed us about the Conversica platform was the automation," Allen says. "There's no dialing involved and no incremental effort on our end."

Allen's initial doubts about Conversica's artificial-intelligence-driven human persona have also been diminished after seeing the responses Mary gets from customers. "We've found that some prospects respond more to Mary's emails than to our live agent's calls," Allen says. "We have also been surprised when we read the email responses in Salesforce. Even people who don't want a quote are very nice to Mary and often prospects will want to speak with her because she has been so helpful to them."

Allen also relies on the metrics from Conversica to evaluate lead sources and identify which ones are performing the best and worst. "We load every lead source into Conversica because the reduction in cost of lead acquisition has been so successful," Allen says. "We're not concerned about paying for leads that may not give us the highest engagement rate. However, Conversica's metrics have confirmed our belief that lower-priced leads result in a lower engagement rate. Fortunately, Conversica can counteract that with its very favorable engagement rate."

Conversica assists

Conversica has added the missing piece of automation in the final stages of the sales cycle at Spring Venture Group – when a lead decides to take action to ask for a quote or purchase a policy. As such, the company's marketing organization is more

confident in both the number and quality of the leads it sends over to sales, and consequently has even more closely aligned sales and marketing. Conversica typically handles approximately 5,000 leads per month.

"Sales is at the heart of Spring Venture, so everything is closely intertwined with marketing," Allen says. "Since I evaluate lead sources and defend a large marketing budget to the CEO every month, it's in the marketing department's best interest to understand what's happening in the sales process and make suggestions on how to optimize it. Conversica helps me do that without risk to our favorable cost per acquisition rate."

According to Allen, after eight months of use Conversica's cost per acquisition is 30 percent lower than the company's overall target CPA for web leads, and the statistics support a significant increase in agent productivity and sales:

- 18,288 leads worked by Conversica
- 1,905 contacted by agents
- 143 quotes obtained
- 52 policies submitted
- 30 percent lower cost per acquisition than target for web leads

"It costs so much to get new leads in this business that we need to retain customers while still keeping our CPA down," Allen says. "We have seen how well Conversica works for us in sales conversion management, so we're excited to see what it can do for us in customer retention and other areas of sales and marketing."

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Case Study

Real Estate



Customer

A large provider of single-family home rentals in multiple U.S. markets

Challenge

Increase incremental revenue and productivity during the off-season

Conversica solution

Integrate sales conversion management software with marketing automation (Marketo) and customer relationship management (Salesforce) applications

Conversica Virtual Persona

Jeffrey

Conversica assists

- 9,600 leads worked by Jeffrey
- 53 percent real-time engagement rate
- 2,600 appointments set
- Incremental monthly revenue increased by US\$128,000; US\$1.6 million annually

Single-family home rental company increases monthly revenues with Conversica

This innovative company takes the headache out of finding and renting a single family home in multiple markets across the U.S. Unlike typical real estate brokers, the company not only manages tens of thousands of properties, but also owns the homes. A national team of 27 inside sales agents are challenged to manage anywhere between 10,000 and 20,000 leads per month that are generated by traffic to the company's website, Trulia and other online real estate listing sites.

Recently, management set two key corporate goals: drive down customer acquisition costs and create 6,000 rental opportunities by the second quarter of the year. The inside sales department was already using Marketo's marketing automation suite to drive inbound leads and score them, along with Salesforce to track and manage sales activity. However, despite this level of lead scoring and tracking, the sales teams still did not have enough information to engage, qualify and convert them.

"We were looking at ways to increase overall productivity, especially between October and December, which is typically a quieter rental period," says the company's director of inside sales. "Our agents get thousands of leads, but without phone numbers they can't move forward. We needed a way to grab the lead's attention through our marketing automation tools and then automate the contact and conversion phases."

The Conversica solution

Management named the Conversica persona Jeffrey, and the system was implemented in less than a week. Because Conversica is a cloud-based application, no updates or maintenance is required. Impressed by the success of the three-month pilot, the home rental company signed up for a 12-month subscription.

Conversica integrates with Marketo to give the company the advantage of automated processes across the entire sales cycle, from demand generation through contact, engagement, conversion and follow-up rather than at only the initial demand generation stage. Marketo drives leads for

"Conversica helps our agents prioritize their time so they can focus more on converting leads instead of chasing them. Now they can close deals faster, which translates to more commission in their pockets and more revenue."

Director of Inside Sales

the rental company by tracking the activity or click-throughs of visitors to the company's website. Based on the sections of the website that are accessed, Marketo scores the leads to determine their propensity to enter into a rental agreement.

"We use Marketo's lead scoring and information from Trulia and other real estate publishing sources," the director of inside sales says. "If we don't capture a phone number in the online application, we use Jeffrey to contact the lead, obtain a phone number and the best time to call. We also use Jeffrey to email leads who aren't answering their phones. Now we have the best of both worlds: automated lead scoring and an automated process for sales conversion management. We can now automatically contact, engage and qualify leads we wouldn't otherwise be able to reach."

The director of inside sales also notes that Conversica provides an effective way to qualify high scoring leads and determine the reasons why they have been so active and want to move so quickly. In doing so, the company can quickly address red flags and weed out undesirable customers such as persons evicted from previous rentals before agents spend a lot of time engaging them.

"Conversica quickly qualifies the high-scoring leads we get from Marketo, or determines that the lead is not appropriate," he says. "Often we've found that we get a better conversion rate from the low- to middle-scoring range of leads, but we wouldn't know that without Conversica."

In addition to Conversica, the company's marketing organization continues to use Marketo to conduct drip campaigns and other types of outbound customer

communication. Marketo generates an automated response to each inquiry in the form of open house invitations, rental guarantees, property advertisements and other general information. Working seamlessly with Marketo, the Conversica sales conversion management software complements this generalized one-way email communication with personalized two-way emails designed to get leads to respond with more information on how to contact them, and most importantly, their timeframe and intention to rent a property.

In addition to Marketo, the rental company also receives leads from other Internet-based sources such as Trulia. The emails are delivered to a specific inbox and data is captured in Salesforce, the company's customer relationship management (CRM) application.

"I really like the integration of Conversica with Salesforce because everything is in one place," the director of inside sales says. "I don't have to go into multiple applications to view or monitor different types of information. For example, I can look into Conversica's lead source tab and see if a source is driving bad leads, and I can monitor our agents' overall satisfaction rating daily."

Conversica assists

This innovative home rental company continues to experience rapid growth and add new marketing technologies to the mix, and as it does so, the volume of lead traffic increases significantly. With Conversica's sales conversion management software complementing Marketo and Salesforce to create a complete automated sales cycle, the company is well-prepared for future success.

"I believe Conversica gives us a competitive edge over other firms that don't have a way to automate the sales conversion management phase," the director of inside sales says. "Our company will continue to gain more business because we have Conversica to help us contact and engage leads faster and more efficiently."

The three-month Conversica pilot to re-engage dead or dropped leads generated more than 80 closed rental agreements totaling an average of US\$1,600 per month in rental income for each home – resulting in nearly US\$1.6 million in additional annual revenue. Since deploying Conversica on the yearly subscription, the rental company has achieved a real-time engagement rate of 53 percent across 9,600 total leads worked by Conversica. Among those leads, agents set 2,600 appointments, contributing to incremental monthly revenue of US\$128,000 per month.

In addition, 944 leads left valuable feedback that the director of inside sales can use to guide decisions on how best to train and manage the company's agents, as well determine the effectiveness of various lead sources.

Conversica has also enabled the company's agents to prioritize leads and manage their time more efficiently since they are confident that the leads they receive from Marketo have been qualified by Conversica.

"Conversica helps our agents prioritize their time so they can focus more on converting leads instead of chasing them," said the director of inside sales for the home rental company. "Now they can close deals faster, which translates to more commission in their pockets and more revenue."

For more information

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Customer

Vern Fonk Insurance, an independent insurance brokerage, Washington, USA

Challenge

Engaging and nurturing more Internet leads without hiring new staff

Conversica Solution

Sales conversion management featuring ongoing lead engagement and win back campaign

Conversica Virtual Persona

Ava

Conversica Assists

- Sold 874 policies in four months
- Worked 11,780 leads
- Engaged 2,306 leads

Independent insurance brokerage closes 33 percent of Internet leads with Conversica

Vern Fonk Insurance is an innovative independent insurance brokerage serving customers in Washington and Oregon with auto, homeowner, commercial bonds, commercial truck, and commercial liability insurance. Over the past 50 years, the company has continued to grow and has built its reputation on personalized sales and service.

“Our focus on the customer is a significant competitive advantage for us, so we wanted to be able to respond quickly and personally to all inquiries,” says Robert Thielke, president, Vern Fonk Insurance. “As the volume of our Internet leads increased, we needed to engage and convert them more effectively, but without incurring the cost of adding more staff.”

The lack of an after-hours sales group was also resulting in missed opportunities to capture and engage interested leads. In addition, the agency had no way to scale its processes to convert aged leads and past customers who did not renew their policies.

The Conversica solution

Conversica was installed and in conjunction with the agency's existing customer relationship management (CRM) system, agents immediately began working leads more efficiently. Conversica, a revolutionary sales conversion management platform, assists Vern Fonk's insurance brokerage agents 24/7 to:

- Create automated, two-way email-based communication with leads using a human persona
- Determine the lead's intent in real-time by interpreting text in the email response
- Alert the agent to contact qualified leads who indicate intention to buy now
- Follow up after the agent's initial contact to continue to nurture the lead and get additional information or feedback

“Conversica is a revolutionary tool to take your company to the next level without hiring any more employees.”

*Robert Thielke
President, Vern Fonk Insurance*

Case Study

Insurance

The Vern Fonk agency's goal was to use Conversica to help agents improve contact and conversion rates across four different types of campaigns and lead types:

- **Business hours** – Conversica works the inbound Internet leads that come in during normal business hours. While incoming inbound phone calls are directed to the agency's call center, all Internet leads are captured by Conversica as the first point of contact.
- **After-hours** – Conversica also works leads received outside of business hours. The agency had been losing customers to competitors with online systems that facilitated overnight or after-hours purchases. Today, Conversica keeps prospective customers engaged until the next business day. The system collects basic information regarding the lead's needs so that the agent doesn't need to spend time requesting such information. Instead, the agent can spend 100 percent of the time on the call converting the lead to a new sale.

- **Re-engage** – Conversica also helps the agency engage leads that were considered unresponsive, dead, or idle. Conversica messaged leads that were a few months old and had never responded to an agent's follow-up, or had simply fallen through the cracks. "Conversica's campaigns are highly effective at resurrecting aged leads or working other types of old leads," Thielke says. "Conversica's re-engagement through a human persona extracts as much value from these leads as possible."
- **Win back** – Conversica was essential to a win back campaign that targeted customers who had canceled a policy in the last year. Over four months, Conversica re-engaged and nurtured 226 past customers and alerted agents when they were ready to buy, resulting in the sale or renewal of 56 policies.



Conversica assists

Today the banner on the Vern Fonk website says, "Internet customers go to the front of the line" now that Conversica is on the sales team and fielding Internet leads both during business hours and after-hours.

In less than four months, Conversica helped the Vern Fonk insurance brokerage convert more Internet leads resulting in sales of 874 policies. The sales team is now able to engage with more qualified leads since they no longer need to spend time prospecting or chasing dead ends.

In addition to the 56 policies sold or renewed in the win-back campaign, Conversica enabled the Vern Fonk agency to engage 557 leads and sell 230 policies in the after-hours campaign. Agents were also able to convert 587 dead leads and sell 93 policies thanks to Conversica's persistent email re-engagement capabilities. Furthermore, 495 inbound leads contacted by Conversica purchased policies during the four month period resulting in a total of 874 new policies sold.

"Conversica is a revolutionary tool to take your company to the next level without hiring any more employees," Thielke says. "After the initial contact, our reps do not have the time to continually work the lead. We leave that to the Conversica virtual persona and that helps us capture sales that we would otherwise miss."

For more information

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Customer

The Faulkner Organization consists of 20 domestic and import auto franchises across Pennsylvania

Challenge

Increase lead engagement rates

Conversica Solution

Sales conversion management application

Conversica Virtual Persona

Ava

Conversica Assists

- 5,000 leads per month worked by Conversica
- Increased engagement rate from 25 percent to more than 50 percent
- Increased appointment setter's monthly contacts from 150 to 225 leads, resulting in a 50 percent increase in qualified showroom traffic

The Faulkner Organization Increases Qualified Showroom Traffic by 50 Percent with Conversica

Founded in 1932 in Harrisburg, PA as a pioneering Oldsmobile dealership, The Faulkner Organization has grown to be one of the state's largest multi-franchise automobile dealerships, featuring 20 leading domestic and import brands. Whether drivers are looking for the flagship American Chevrolets and Buicks, or seeking sporty thrills in Fiat or Maserati imports, the sales teams at Faulkner are committed to putting every customer first.

Driven by high expectations for customer service, Faulkner's Internet sales department was constantly challenged to keep up with nearly 6,000 Internet leads per month that poured into the franchises from multiple sources, including third-party lead aggregators and Faulkner's own multi-brand website. The Internet sales department's appointment setters could effectively handle only a maximum of 150 leads each day, and many potential sales opportunities could have been falling by the wayside. As a result, the company's engagement rate consistently hovered around 25 percent.

"Increasing the quality of our leads was the only way to improve the engagement rate of our Internet sales teams," says Neil Gandhi, director, digital marketing, at Faulkner "We determined that the best way to do this was to automate the process of qualifying leads as much as possible."

The Conversica solution

Faulkner launched an initial pilot of Conversica at its Jenkintown, PA area franchise. It didn't take long for Gandhi to see some very positive results.

"After our Conversica persona, Ava, began emailing each and every Internet lead, we immediately began to see an increase in engagement rate, as well as an increase in the

"After our Conversica persona, Ava, began emailing each and every Internet lead, we immediately began to see an increase in engagement rate, as well as an increase in the efficiency of our appointment setters."

*Neil Gandhi
Director, Digital Marketing, The Faulkner Organization*



Case Study

Automotive

efficiency of our appointment setters," Gandhi says. "Also, Ava follows up with each lead, so our Internet sales team is held accountable for contacting the qualified prospects that Conversica delivers. Before Conversica we had no way to track this."

To date, Faulkner has rolled out Conversica to more than 70 percent of its franchises with plans to bring one or two more franchises on board each month until the entire organization is using Conversica. The system works to automate the entire process of sales conversion for thousands of Internet leads each month by:

- Creating automated, two-way email-based communication with leads using a human persona
- Determining the lead's intent in real-time by interpreting text in the email response
- Alerting the salesperson to contact qualified leads who indicate intention to buy now
- Following up after the salesperson's initial contact to continue to nurture the lead and get additional information or feedback

Nearly 100 salespersons and managers are currently using Conversica at Faulkner. The intuitive dashboard within Conversica also gives Gandhi and other Faulkner managers a wealth of metrics on lead source performance, salesperson responsiveness, and other information to help them make better business decisions. "Using the metrics from Conversica, we have deeper insight into the types of leads we're dealing with and we can distribute them to salespersons with the experience to handle them," Gandhi says.

"Also, our people know that with Conversica in place, the metrics will show if they are working every lead from beginning to end and they stay accountable."

Conversica assists

Conversica has helped Faulkner's Internet sales teams achieve a higher number of what the company calls "volley-based" customer engagements – a volley of communication back and forth between the customer and the application until the customer provides a phone number, email address, or wants to be contacted by a Faulkner salesperson.



Prior to deploying Conversica, Faulkner's Internet salespersons could attain an engagement rate of approximately 25 percent, mainly because they simply did not have the time to contact and qualify each of the nearly 6,000 incoming leads each month. Now, their virtual team member Ava does all of the contacting, engaging and qualifying customers in the important sales conversion phase of the sales cycle. After a series of two-way email conversations in which Ava confirms the lead's phone number and schedules the best time to call, Ava notifies the sales team when a lead is ready to visit the dealership or make a purchase.

As a result, Conversica has delivered the following benefits at Faulkner:

- Increased the engagement rate from 25 percent to more than 50 percent
- Increased the number of leads handled by a single appointment setter from 150 to 225 per month, raising qualified showroom traffic by 50 percent
- Eliminated the operational expense of hiring additional appointment setters and sales reps to follow up with 6,000 leads each month

In addition to saving time in the initial lead qualification process, Ava has been very successful in working with leads that Faulkner had previously considered dead or unresponsive. Because the automated Conversica system is constantly reaching out to contact, qualify, and determine the intent of each lead, Faulkner's Internet sales teams have more time to pursue promising aged leads that are between 3 and 8 weeks old. As a result, the organization has increased the number of sales from leads that are over two weeks old.

"Conversica provides an automated sales conversion solution that helps us quickly identify the leads that would have the most potential for engagement or convert to a volley-based lead, as we say," Gandhi says. "At the end of the day, I don't only care if a lead provider gives me 100 leads or 50; it's about the percent of those leads that are qualified. With Conversica, our Internet sales organization is confident that the sales team is engaging with highly qualified leads with intent every time."

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