

# Supercharge Your Lead Conversion with Conversational AI

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Here's how AI-driven conversational marketing can streamline your lead conversions, speed up the sales cycle, boost engagement, and strengthen your customer relationships.

The COVID-19 pandemic served as the catalyst for businesses, even those in traditionally conservative industries, to go fully digital. That shift to online interactions over face-to-face meetings goes far beyond a temporary stopgap measure -- it's the new normal, and businesses must adapt their strategies accordingly or risk being left behind.

For many organizations, creating and implementing a people-first sales outreach strategy that makes potential leads feel like valued customers, rather than a number, is a major challenge. Relationship building is never easy, especially when it's happening via a screen. Fortunately, conversational marketing and AI-driven sales assistants can help streamline the process.

# Table of Contents

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<b>What is Conversational AI?</b> .....	02
<b>Experience as a Service</b> .....	03
A personal touch .....	03
Speed is key for converting leads .....	04
<b>Automated Touchpoints: Your Competitive Edge</b> .....	05
Streamline the journey from start to finish.....	05
Stop leads from slipping through the cracks.....	06
<b>How Conversational Marketing Fits in Your Tech Stack</b> .....	08
A worthy investment .....	08
Tech and talent go hand in hand .....	08

## What is Conversational AI?

Just like its name suggests, conversational AI is an artificial intelligence that leverages **Machine Learning** and **Natural Language Processing** (NLP) to speak, interact, and engage with people as a real human being would. Machine Learning elevates the AI's range of responses from a static database of rote replies -- the kind used by chatbots that offer limited, simple programmed responses -- to an intuitive, real-time conversation that feels natural and intuitive. The technology considers past conversations and analyzes human speech to craft personalized, tailored responses. Chatbots, virtual assistants, and automated email communications can all be a part of a business' Conversational AI outreach.

Imagine a virtual sales rep that offers personalized responses to potential leads' inquiries, never misses an opportunity to schedule a demo or book a time for a follow-up call, and is available 24/7. A Conversational AI platform is there to reach out or respond any time of day or night, whenever a lead takes action like filling out a form, signing up for a newsletter, or entering their email address.

The AI will then analyze the lead's text and utilize a database to offer the most appropriate and on-target responses. It also acts as a filtering system, gauging which leads are the hottest and automatically passing them onto a salesperson. This spares marketing and sales teams the time and headache of sifting through high volumes of leads.

The image displays a sequence of six conversational AI messages in a chat interface, showing a conversation between Kate and Darren. Each message includes a profile picture, name, and recipient information.

- Message 1:** From Kate to Darren. "Hi Darren. Thanks for your interest in Exceed.ai! I would like to show you some of the new features of our product. Is it possible to schedule a 15 minute call? Thanks, Kate"
- Message 2:** From Darren to Kate. "Before we set a meeting, can you please tell me about your different plans?"
- Message 3:** From Darren to Kate. "The plan is to have around 100 employees using your service."
- Message 4:** From Kate to Darren. "Each plan is set up according to the amount of users that will be using the service. Let me know if you have any questions."
- Message 5:** From Kate to Darren. "Great! I am copying in Laura, our specialist who will further the conversation with you. When would be a good time to talk?"
- Message 6:** From Kate to Darren. "Thursday 10:30-11:00, Friday 10:30-11:00, Friday 11:30-12:00. Regards, Kate"

## Experience as a Service

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With **customer expectations** higher than ever, Conversational AI can make the difference between a run-of-the-mill and stellar customer experience and buyer's journey, putting your organization at a distinct advantage over the competition. That superior experience matters greatly in a highly competitive market landscape.

To successfully woo customers, businesses must embrace experience as a service. From the very first moment a lead makes contact with a brand, organizations should prioritize customer obsession and a smooth customer journey that preemptively anticipates consumers' needs and is agile in responding to them.

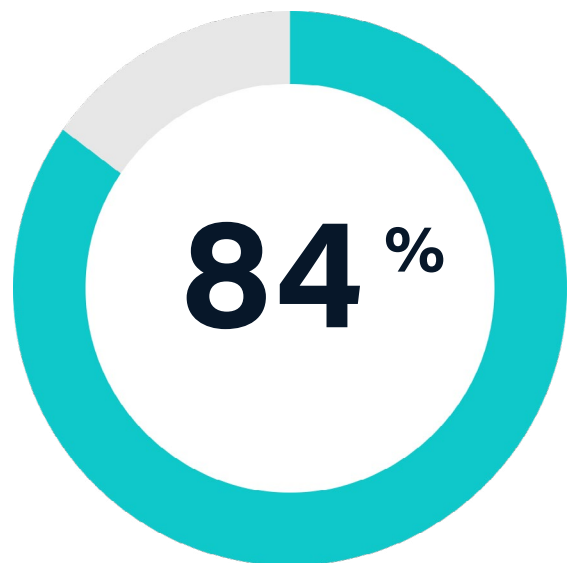
As companies continue to raise the stakes for customer service and what was once bells-and-whistles perks become par for the course, it's crucial to provide value from start to finish -- even when a customer is still in the lead phase.

### A personal touch

Ensuring that your potential customers feel seen and heard is critical for forming a personalized relationship, and Conversational AI is there to make a warm, positive first impression straight out of the gate. It feels like a person, which is the kind of interaction that consumers remember.

In a recent Salesforce "State of Marketing" survey, a staggering **84 percent of consumers** said that being treated like a person -- not a number -- was very important to winning and keeping their business.

Personalization is your secret weapon for fostering consumer loyalty and establishing trust from the get-go. Standard "success" messages after filling out a form or scheduling a demo are not going to cut it anymore.



## Speed is key for converting leads

Consumers are far more likely to pick services and products where the purchase journey is easier, more fluid, and quicker -- and Conversational AI solutions can help you be there to meet them and facilitate moving forward, no matter when they approach your business. Indulge potential customers' desire for instant gratification by allowing them to do what they want when they want.

Lead conversion fails when leads are either given up on, ignored, or just too numerous to address in a timely fashion. Conversational AI can respond to chat forms and emails from potential customers immediately and will follow up at a customized pace to help keep leads engaged.

Comeet, an applicant tracking system, embraced Conversational AI to bolster its SDR efforts.

For Comeet, their virtual sales assistant "Jason" reached out to thousands of leads every month, well beyond the capacity of any human. When a lead reaches out, Jason responds in real time, and as everyone knows in sales, response time matters.

This led to hundreds of additional meetings driving **2X growth** in revenue from chat and cold outreach alone, while reducing the time it takes to close a deal.

By using Conversational AI to engage with prospects, Comeet's sales team saved over 3,000 hours in 6 months.



Exceed.ai is like hiring a team of SDRs in a day with unlimited capacity that works 24/7 and at a fraction of the cost.



**Omer Tadjer**  
CEO, Comeet

## Automated Touchpoints: Your Competitive Edge

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Frustration with navigating a site, obtaining basic information, and arranging for a follow-up conversation is a major **lead killer**. Automating touchpoints in the customer journey can both take the pressure off your sales and marketing teams, as well as optimize the experience for your consumers and leads.

By leveraging technology to ease friction at points where sales or marketing teams may struggle to keep up or be juggling competing priorities, your organization can gain a leg up on the competition.

### Streamline the journey from start to finish

Conversational AI can automate and optimize your lead conversion and sales processes, beginning with the first time that a potential customer reaches out. The beauty of this tech is that it works harmoniously with human sales and marketing teams, by shouldering some of the burdens, but knowing when it's important to pass the ball back to the human reps.

#### *The Inquiry Phase*

At the top of the conversational AI funnel, you have chatbots. They ask ("How can I help you?") and answer simple questions: "When are you open?" "I can't find a phone number," or "Do you have a newsletter?" Chatbots are hardly new — and they're ubiquitous at this point — but they are effective.

Obviously, a platform with better NLP and deep learning will provide better answers and more-human responses, but a chatbot can play an important role by providing the information a consumer is looking for, right off the bat.

#### *The Discovery Phase*

Conversational AI platforms like Exceed.ai speed up the discovery phase and convert leads faster by reaching out immediately, in an email, with actual information based on the lead's inquiry. They'll also include whatever action items you like: catalogs, white papers, and scheduling meetings.

When a potential customer sends a serious question to your business, they'll receive an email that provides relevant information -- personalized, based on the lead's specific inquiry.

If the AI assistant runs into an unusual question or a question it can't possibly answer, the virtual assistant will know to alert the designated sales rep. The assistant knows when the human touch may be required to keep the conversation going.

### *The Nurturing Phase*

We're all aware that the funnel isn't a one-way street — **leads come and go**. They fly back up the funnel when they get spooked or when the situation at their company changes. Conversational email can keep these skittish leads "on the hook," so to speak, by using personalized messages to check up on them, their progress, and their business.

A virtual assistant can send announcements on new features to leads who've been shown to have custom or unusual needs. The virtual assistant can reach out to financially overburdened leads only with discount emails or newsletters that offer deals.

They may even be used to regain customers; if a customer left because your service or goods were lacking a specific component, and you've since upgraded or expanded your stock, the virtual assistant can reopen those lines of communication only for the relevant parties.

Conversational emails can be customized for any particular lead, at any level of the funnel, with the outreach message of your choice, creating a repeating cycle of lead engagement and potential lead conversion that won't fall afoul of human limitations.

### **Stop leads from slipping through the cracks**

Marketing may be sending plenty of leads to sales, but sales may not be chasing every lead. This is often just a function of time and mental space — the sales team is human, and when leads become numerous, a kind of sales triage happens.

If the team only has X number of hours in the day and 3x the leads, simple math says it can't be done. So sales chase the most qualified leads and do their best to follow up when they can.

This is especially true when it comes to unresponsive leads. After four or five emails and half a dozen phone calls, your salespeople will likely drop it and (understandably) refocus their time and effort on leads, clients, and customers that consistently respond.

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Conversational AI can help prevent leads from falling off the radar, and help teams manage the burden when they're contending with the prospect of sifting through a deluge of leads, which may or may not be worthwhile.

**Unresponsive leads** can still turn around after weeks or even months. The key to speeding up this process is keeping the lead engaged. Conversational AI can create an eventual conversion through regular follow-up with a green lead, without wasting precious sales time or marketing budget and lowering acquisition costs.

In order to filter out winners from less hopeful prospects for an overwhelmed sales team, your company can use conversational AI platforms, combined with automated emails, to send emails to less-than-qualified leads. These virtual assistants can help qualify leads at scale by asking questions to get a feel for how useful these leads might be — where is the lead located, what industry are they in, what are their needs, what is their current solution?



## How Conversational Marketing Fits in Your Tech Stack

With a plethora of solutions, software, and platforms on the market, there's a good chance that your marketing tech stack is cluttered or redundant. A comprehensive Conversational AI solution can cover all your bases, from initial outreach to nurturing to conversion. It can also help you make the most out of your employee manpower, serving as a resource that paves the way for smarter use of your company resources.

### A worthy investment

Conversational AI is a practical tool that provides real-world, tangible, and trackable results. Unlike other MarTech tools which are promoted as being "necessary", Conversational AI is a key part of an automation strategy that should be dominating your organization's overall sales approach.

It also facilitates growth to scale, meaning that you don't have to upgrade or revamp your solution as your market share expands or interest in your brand increases. A Conversational AI platform that covers the funnel from the very start also helps you consolidate resources, as you can use one system that takes care of each step, rather than multiple programs focused solely on one phase of the process.

### Tech and talent go hand in hand

Rather than framing technology as a replacement for human employees, Conversational AI can help your sales and marketing teams thrive. By delegating tedious and repetitive low-level tasks to automated Conversation AI systems, you can maximize your existing employees' time and efforts.



## About Exceed.ai

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While this ebook will jumpstart your understanding of how AI-driven conversational marketing can streamline your lead conversions, speed up the sales cycle, boost engagement, and strengthen your customer relationships. Your company is going to have its own unique blueprint for successful conversations.

Exceed.ai is a Conversational Marketing platform, powered by Artificial Intelligence, that automates the lead qualification, scoring, and nurturing process for Sales and Marketing teams to save them time and allow them to focus on building relationships with prospects, having meaningful conversations, being creative, and executing strong company strategies.

Our platform can help you streamline and optimize your lead conversion process. For more on how our solution can support your organization, get in touch with us.

We'd love to show you more about how our comprehensive platform can automate your company's efforts to engage, converse, follow-up, qualify, and schedule meetings with leads at scale.



Connect with us to learn more by requesting a demo

REQUEST YOUR DEMO

