



Customer

INXPO's Event Cloud® empowers organizations to leverage video to reach their stakeholders through engaging online events. INXPO makes the business world small again by helping leaders communicate with large audiences through engaging and motivating online events that spur innovation, increase operating efficiency, and drive revenue.

Challenge

With steady growth in the number of leads being generated by Marketing, INXPO needed a way to better qualify those leads before passing them on to sales executives for follow up.

Conversica Solution

Conversica's AI Automated Sales Assistant with Unlimited Bandwidth.

Conversica Virtual Persona

Emily

Conversica Assists

- Increased engagement from 5% to 28%
- Increased year's marketing qualified leads (MQL) by 25%
- On track to increase marketing influenced opportunities by 20%

INXPO's Engagement Jumps Exponentially Thanks to Super Assistant "Emily"

INXPO's entire business is about connecting people. "We'll help you take your physical conference content and transform it for the online audience," says Angela Ruggeri, Marketing Program Manager at INXPO. "We implement various types of engagement tools within our Event Cloud platform like polling, surveys, testing, social integrations — whatever it takes to get higher engagement from whomever your target audience is. And we look at how they're going to best engage with the content."

INXPO's marketing team had a great product but a lead follow-up challenge. "Our sales team simply didn't have enough time to dedicate to all the nurturing we were asking them to do. Following up, they would send a few emails and then stop," she explains. They needed a tool to help them be more efficient and more effective and something that would be able to scale with the growing business. "We were looking for a tool to help us streamline that process and make sure that no lead gets left behind."

Conversica® was that tool.

Focusing on Service

INXPO is in the business of creating solutions and, more importantly, meeting goals. "A client may say, 'We need to do a webinar.' We're happy to help, but first we focus on the 'why.' What's your end goal? Is it lead generation or are you looking at thought leadership and awareness? Are you looking at trying to grow your pipeline?" Ruggeri says. Keeping their clients' goals at the forefront allows INXPO to create accurate reporting and optimize their services to meet clients' needs. "That's really what our bread and butter is and how we differentiate ourselves — delivering that white-glove customer service."

So they were very pleased when they received that same level of service from Conversica. "The whole team, every time we had an implementation question, was always helpful and came back right away with answers."

"Conversica helped us streamline and scale our follow-up exponentially from what we were doing previously with the tools that we had. Now we're on track to top marketing influenced opportunities by 20 percent."

Angela Ruggeri, Marketing Program Manager

Delivering Results

But Conversica's solutions didn't stop at diligent client care; they provided the engagement tools INXPO needed to grow their business. "We decided to try Conversica to ensure we're touching all the bases — capitalizing on the increase of Marketing qualified leads while also freeing up our sales reps' time," Ruggeri says. "Our Conversica automated assistant 'Emily' would contact a prospect a couple of times, and they'd start to remember our names. Then they'd say, 'Oh yeah, I definitely want to learn more.'" It was the foot in the door they needed to expand their reach and convert more leads.

"The amount of follow up we're able to do now using Emily is just awesome. In the past, new leads would get limited touches because of the amount of Marketing leads we had coming in and each one needed attention. Now, each one of those leads is getting five, six, seven touches. It's up to seven times the amount of touches, and that's great," she says. "And best of all, those touches lead to two-way conversations, not just us blasting out."

Since implementing Emily in July of 2015, their engagement rate has spiked from five percent to 28 percent and they're on track to increase marketing influenced opportunities by 20% (their best year yet).



"Being able to allow our sales team to focus on closing rather than going through administrative or top-of-funnel work—alleviating them from that allows them to focus on building relationships and working to win business, which is the right way for salespeople to be spending their time."

A Happy Team

"Since we implemented Conversica, our sales team loves the tool," Ruggeri says. "It's perfect when they don't have time even if it's a hot lead. They can send it over to Emily, she can get some more concrete

meeting times set up or just confirm the contact information. They love using it, and it has made their lives easier. That's a big win in our book."

As for Emily, she fits right in with the INXPO family. "We've had new hires ask, 'Who's Emily? I've never met her.' Our IT people ask, 'Does she work from home?' Yeah, it's kind of funny, but they sure do love her."

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of lead management software for marketing, inside sales and sales organizations that leverages artificial intelligence. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 14,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit www.conversica.com and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and @myconversica on [Twitter](#).