

# The Conversica *Conversation* Index

Performance Benchmarks for Generative  
AI-Powered Conversations

*December 2023*



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conversica

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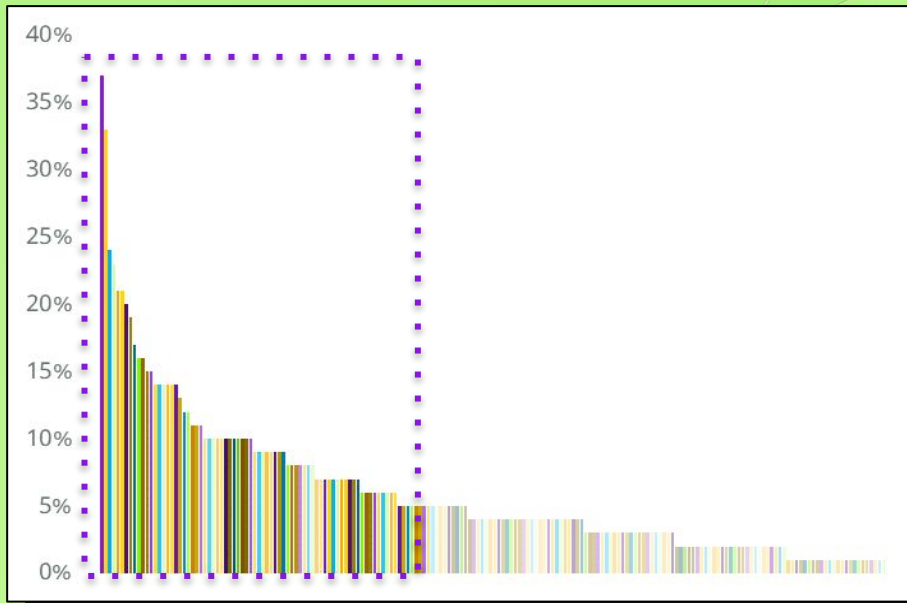
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# What's Included

## 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 the **top-performing use cases** to serve as a benchmark for revenue-influencing conversations. 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



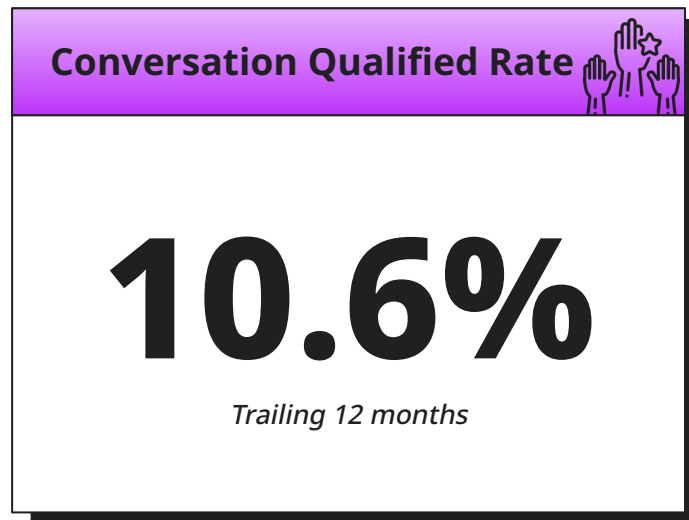
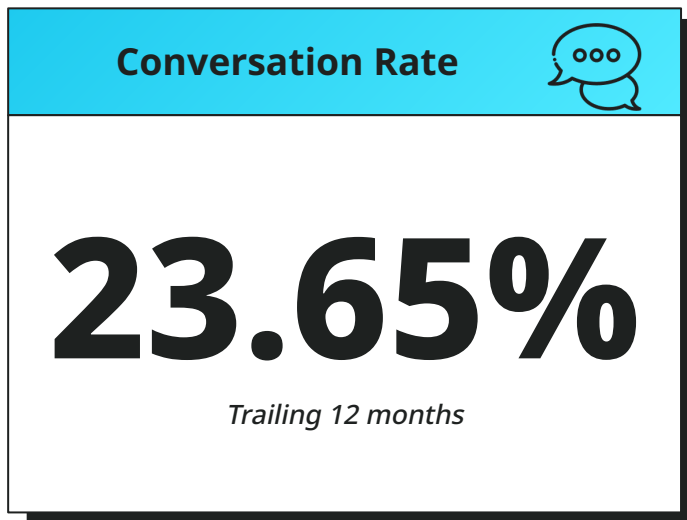
✉ RE: Following up on your interest

Call my cell: [Phone Number]

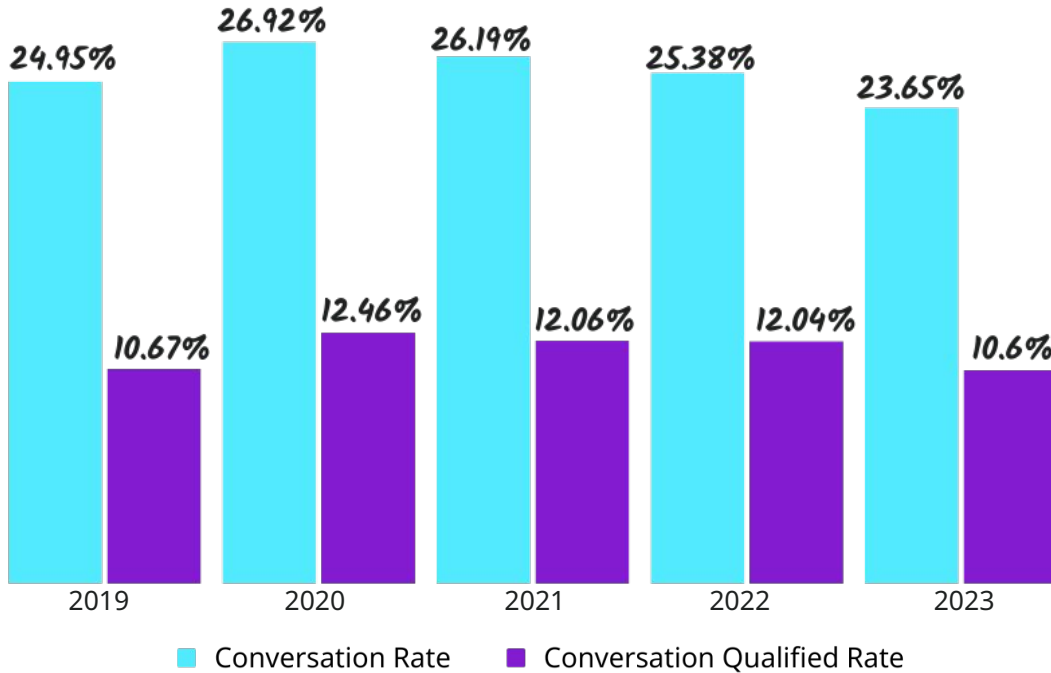
} **Conversation  
Qualified**

# 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.



# Annual Index Performance



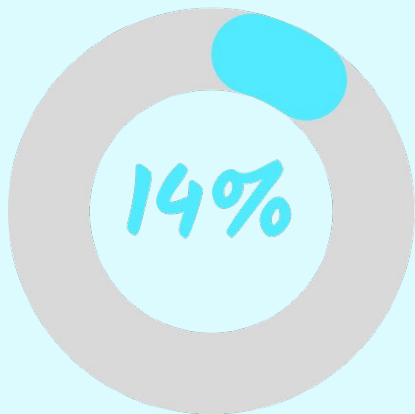
In 2023, our customers experienced a **2-point drop in Conversation Rates**. Many organizations struggled this year after uneven market performance and slow growth in the first two quarters in the US.

However, many organizations and savvy leaders were able to cut costs and generate revenue with Conversational AI despite the market. This report showcases a selection of top performers by industry.



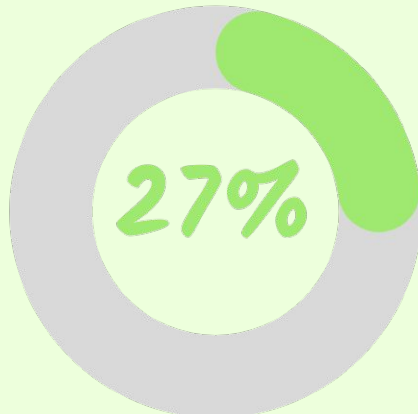
# Conversation Rate by Assistant

RDA for Marketing



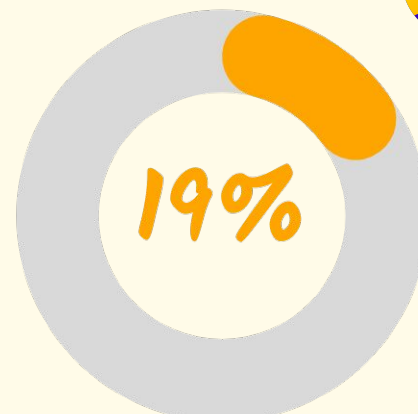
Trailing 12 Months

RDA for Sales



Trailing 12 Months

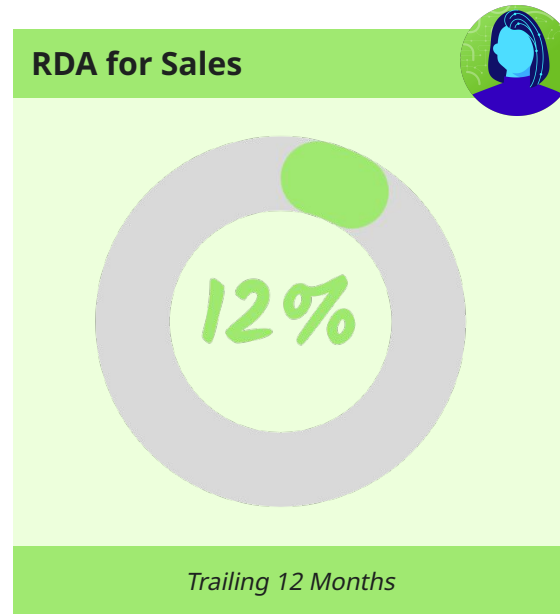
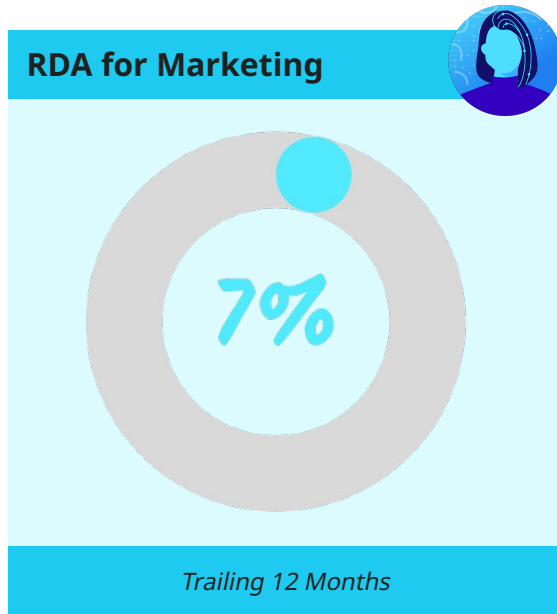
RDA for Customer Success



Trailing 12 Months

# Conversation Qualified Rate

## by Assistant





Top Users of 2023

# Industry *Pacesetters*

We've identified Conversica customers who outperformed their industry averages this year. See what use cases are delivering the best results in which verticals and what sets their conversations apart.

# Automotive *Pacesetter*: Jaguar Land Rover Nashville 🏆



## ✉ Opening Message Example

Hello Matt,

Thank you for submitting your request on the Land Rover Range Rover.

We are able to text but can call and email as well. What option works best for you?

Have a good day,  
Elizabeth Hill  
Internet Sales Assistant  
Land Rover Jaguar Nashville

P.S. If you prefer text, we may send the info you asked for through an automated system. Otherwise, you can still work with us over email or phone.

This automotive dealership beats out the competition by utilizing **SMS communications and customer rules** to move leads in the messaging funnel when they come in for a test drive.

57%

Conversation Rate

33%

Conversation  
Qualified Rate

Use Case: Drive Customer to Improve Their Account

# Business Services *Pacesetter*: Martindale-Hubbell 🏆



## ✉ Opening Message Example

Good morning Charles,

I wanted to reach out to thank you for using our services. I also wanted to check in to see if you are interested in learning about initiating a new Martindale-Hubbell Peer Review.

I see you currently hold a Distinguished Rating- Congratulations! Many attorneys consider initiating new rating reviews periodically and since their last review to see if they qualify for the AV Preeminent award.

Would you like more information on how to get started?

Thank you and have a great morning,  
Amanda Seever | Sales Assistant  
Martindale-Hubbell

This organization drives their customers toward specific actions they can take to improve their experience on their platform, **providing tips on improving their profile**. The customer can self-serve with learning material or schedule time to speak with a rep.

16%

Conversation Rate

12%

Conversation  
Qualified Rate

# Education *Pacesetter*:

## Louisiana State University and A&M College



37%

Conversation Rate

27%

Conversation  
Qualified Rate

### ✉ Opening Message Example

Hi Allison,

I noticed you showed interest in receiving a graduate degree from LSU Online, so I wanted to reach out and see if you had any questions.

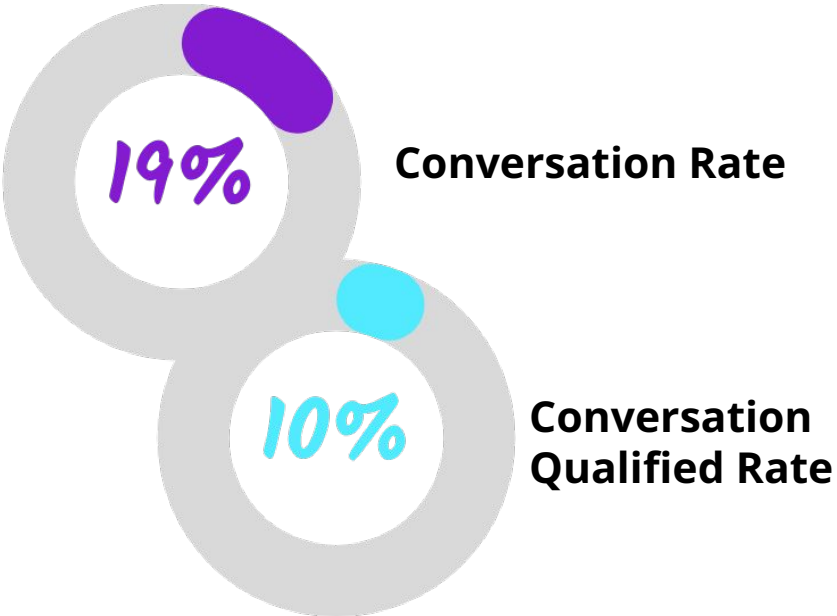
Would you like us to send some information your way?


Kind regards,

Taylor Broussard | Enrollment Assistant  
LSU Online

This organization reconnects with leads that had shown interest in their graduate programs. A simple automated check-in resulted in over **9,000 interested prospective students** in the past year.

# Gov/Non-Profit *Pacesetter*: Navy Mutual Aid Association



 Opening Message Example

Hello Cristina,

We've attempted to contact you since you requested information about our low-cost products available to military members and their families. We would be happy to provide you with additional information about our life insurance and annuities.

Navy Mutual is the country's oldest Veterans' Service Organization and non-profit, so we are able to offer great rates without any exclusions.

Would you like to receive some information from us?

Thank you,  
Rachel Brandt  
Scheduling Coordinator  
Navy Mutual

Navy Mutual is the one of the US's oldest Veterans' Service Organization and non-profit. They use Conversica to **follow up on information requested online** to better serve military families.

# Insurance *Pacesetter*:

Isapre Consalud S.A 



52%

Conversation Rate



34%

Conversation Qualified Rate



 Opening Message Example

Hola Andres,

Le contacto de Isapre Consalud respecto a la deuda de cotizaciones previsionales de salud que mantiene pendiente por un monto de \$100000.

Usted presenta un buen comportamiento de pago, y con frecuencia utiliza nuestro botón Webpay. Le recordamos que esta opción se encuentra disponible para efectuar el pago, sin intereses y reajustes.

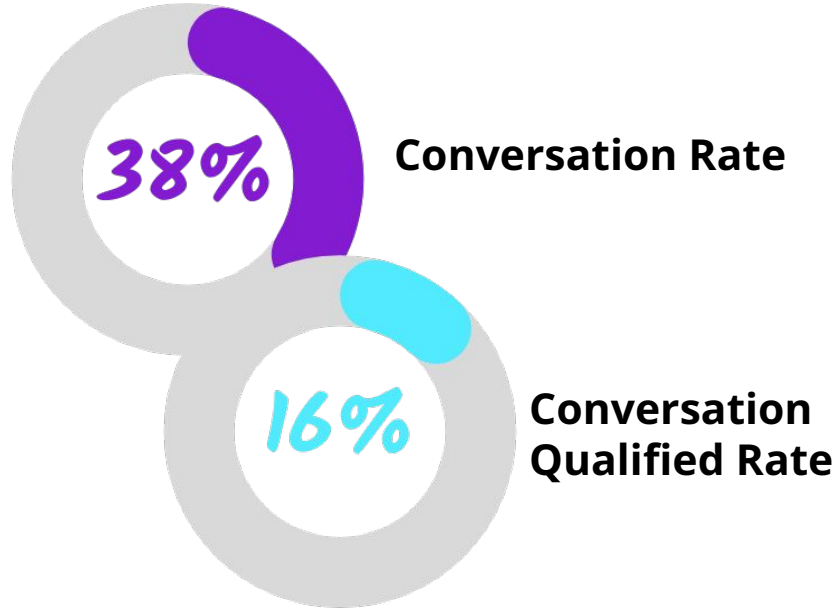
¿Desea que le envíe el link con el Botón de Pago?

Muchas gracias,  
Daniela Muñoz  
Ejecutiva de Cobranza de Plataforma Digital  
Isapre Consalud

This Chilean insurance provider uses Conversica to follow up monthly on thousands of past due customers in Spanish. They inform customers of their debt status and **drive them toward an online payment tool.**



# Manufacturing *Pacesetter*: NanaWall Systems, Inc. 🏆



## ✉ Opening Message Example

Hello Sara,

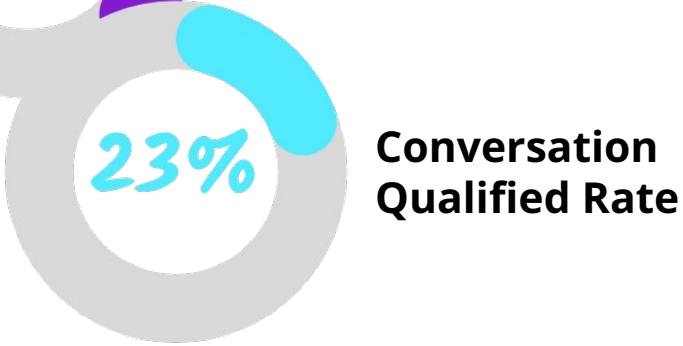
I see that you visited our CAD resources library. I wanted to reach out to see if we could answer any questions you may have.

Would you like me to connect you with a representative?

Thank you,  
Jessica Thompson  
Project Coordinator-Assistant | NanaWall

This long time Conversica customer has seen much success over the years. They **follow up on leads that visit their online resources library** to check in and see if they would like to connect with a representative.

# Sports Team *Pacesetter*: Rogers Blue Jays Baseball 🏆



✉ **Opening Message Example**

Good morning Michael,

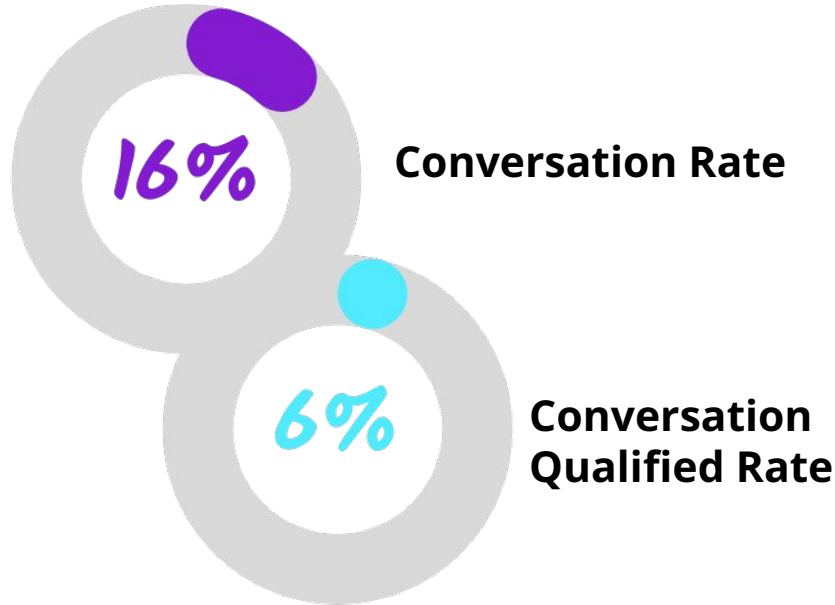
I noticed that you had previously purchased our single game tickets. I wanted to reach out to see if we could get you some information about our Our Season Ticket packages.

Would you like us to send some information your way?

Have a good morning,  
Alex Cousins  
Ticket Information Specialist  
Toronto Blue Jays Baseball Club

The Blue Jays hit it out of the park with their RDA's winback campaign that **reaches out to previous single game ticket purchasers**. They offer information about their season ticket packages.

# Real Estate *Pacesetter*: National Land Partners 🏆



## ✉ Opening Message Example

Hi Edward,

Thank you for expressing interest in our Texas properties. I want to follow up with you to see if you are interested in more information.

May I set up a call with your Land Consultant?

Kind regards,  
Jenna Hansen  
Customer Service Assistant  
National Land Partners

Real Estate companies get many inbounds, but weeding through those to find actual opportunities can be daunting. National Land Partners let their RDA **flag the inbound leads with stated interest** to connect land consultants with leads by state

# Retail *Pacesetter*: The Slalom Shop 🏆



59%

**Conversation Rate**



42%

**Conversation  
Qualified Rate**



✉ **Opening Message Example**

Hi Dana,

I noticed you expressed interest in a boat at The Slalom Shop, so I wanted to check in and see if you have any questions.

We can communicate through text, call, or email. What is easiest for you?

Respectfully,  
Hannah Marshall  
Sales Assistant | The Slalom Shop

This watercraft retailer uses Conversica to follow up with inbound leads over email and SMS, seeing stellar Conversation Rate and Conversation Qualified Rate.

# Technology *Pacesetter*:

ESET 



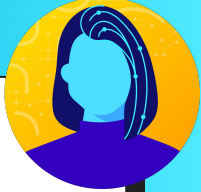
25%


Conversation Rate



12%

Conversation Qualified Rate



 Opening Message Example

Good morning Ana,

I hope you are having a good day so far.

We have recently reviewed our records and noticed that your contract with us expires soon. I wanted to reach out to see if you are ready to start the renewal process with your ESET Partner.

Would you like us to provide you with information about your options?

Thank you and have a great morning,  
Emily Thompson | Lead Development Assistant  
ESET North America

This technology company reaches out to their customers to let them know it's **time to start the renewal process**, getting ahead of churn and ensuring there are no delays or misses.

Use Case: Activate Unresponsive Renewal Customers

# Telecom *Pacesetter*:

## U.S. Telepacific Corp



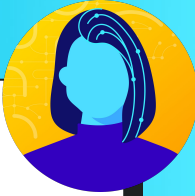
25%

Conversation Rate



12%

Conversation  
Qualified Rate



 Opening Message Example

Hi Mike,

My name is Kristen Whalen and I'm reaching out to you about your upcoming renewal. We have attempted to contact you a few times and for one reason or another we haven't been able to connect. It is important that we speak with you about your account.

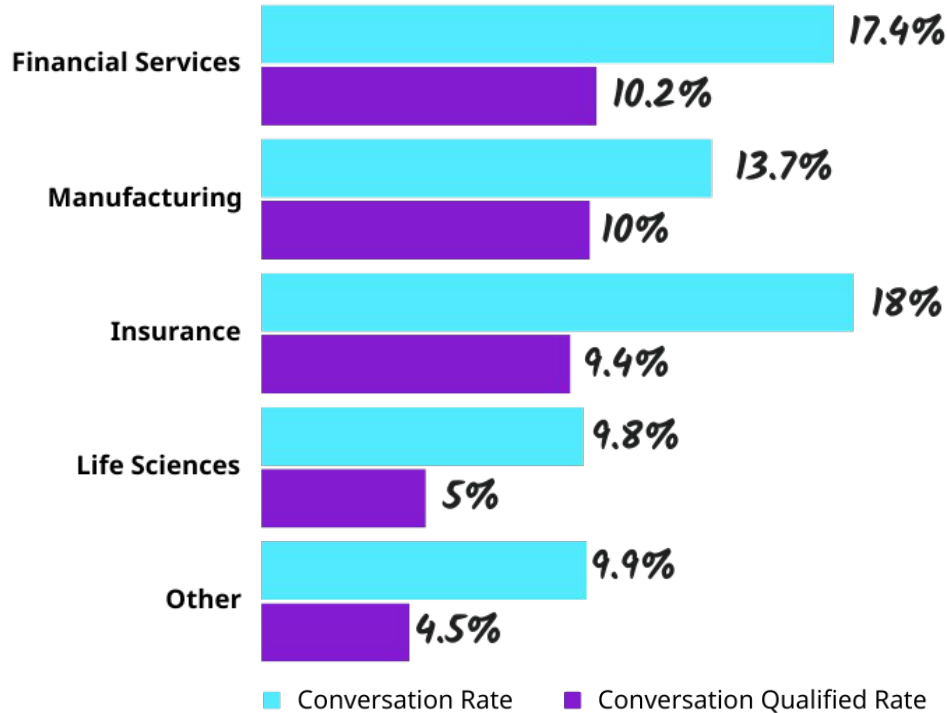
We would like to talk through your upcoming renewal and see how we can help you do more with your IT budget.

May I help set up a call with your account manager to learn more?

Thank you very much,  
Kristen Whalen  
Business Development Assistant | TPx

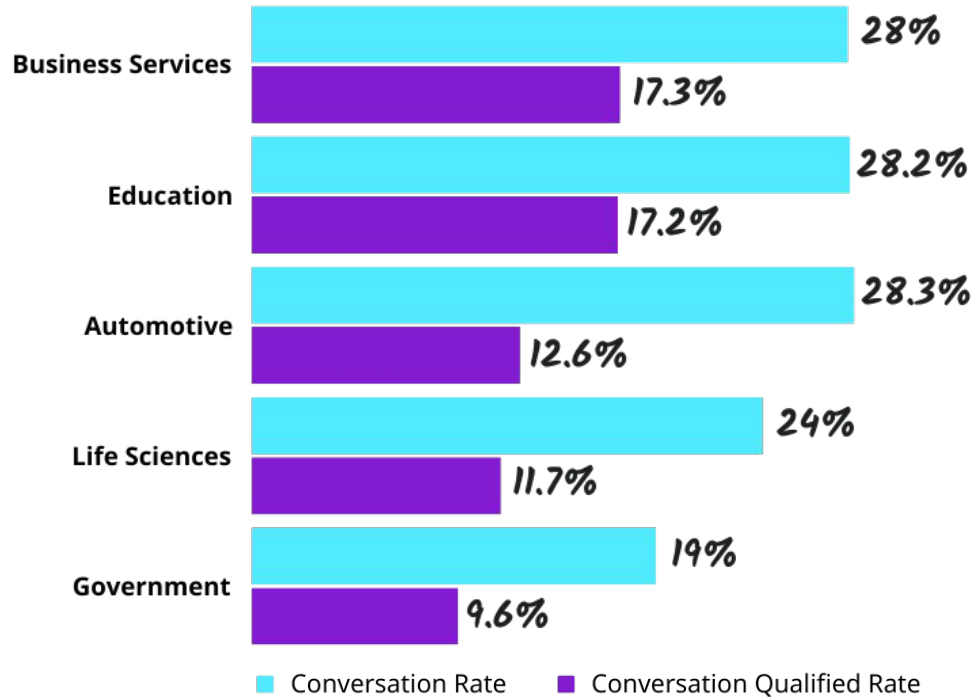
When initial renewal outreach fails to get a response, this company **references their previous attempt** in their Conversica outreach. This puts the email in perspective to the contact to drive engagement and renewals.

# Top Performing *Industries* For Marketing



**Financial Services** has the highest Conversation Qualified and Conversation Rate for Marketing conversations. **Manufacturing & Energy** is a close second with 13% Conversation Rates.

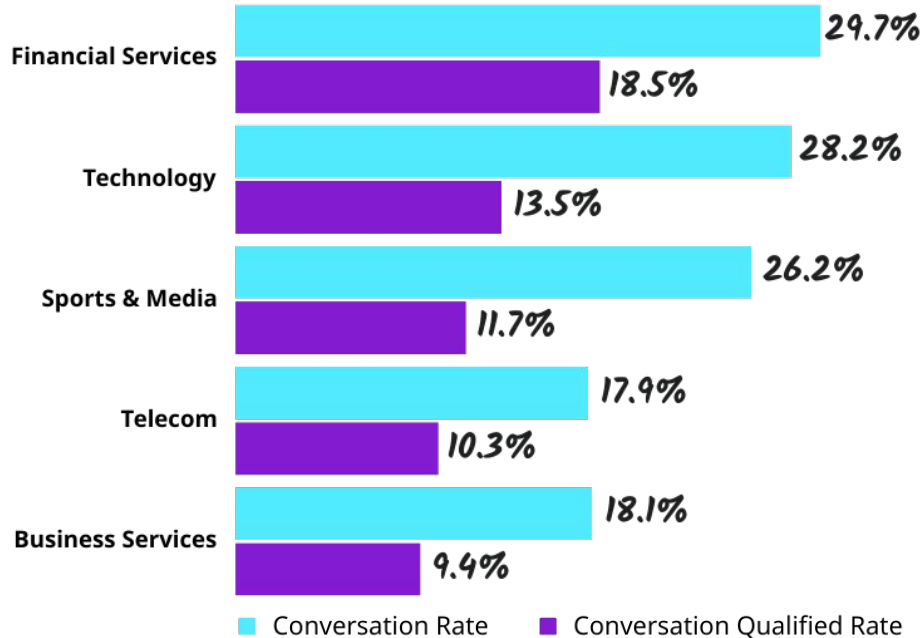
# Top Performing *Industries* For Sales



**Business Services** and **Education** are nearly tied for Sales conversation performance in 2023 with 28% Conversation Rate and 17.3% Conversation Qualified Rate. **Automotive** is a close third, outperforming in Conversation Rate but falling behind in Conversation Qualified Rate.



# Top Performing *Industries* For Customer Success



**Financial Services** is our pacesetter thanks to their lead in Conversation Qualified Rates, but **Technology** is not far behind with 28% Conversation Rate and 13% Conversation Qualified Rate.

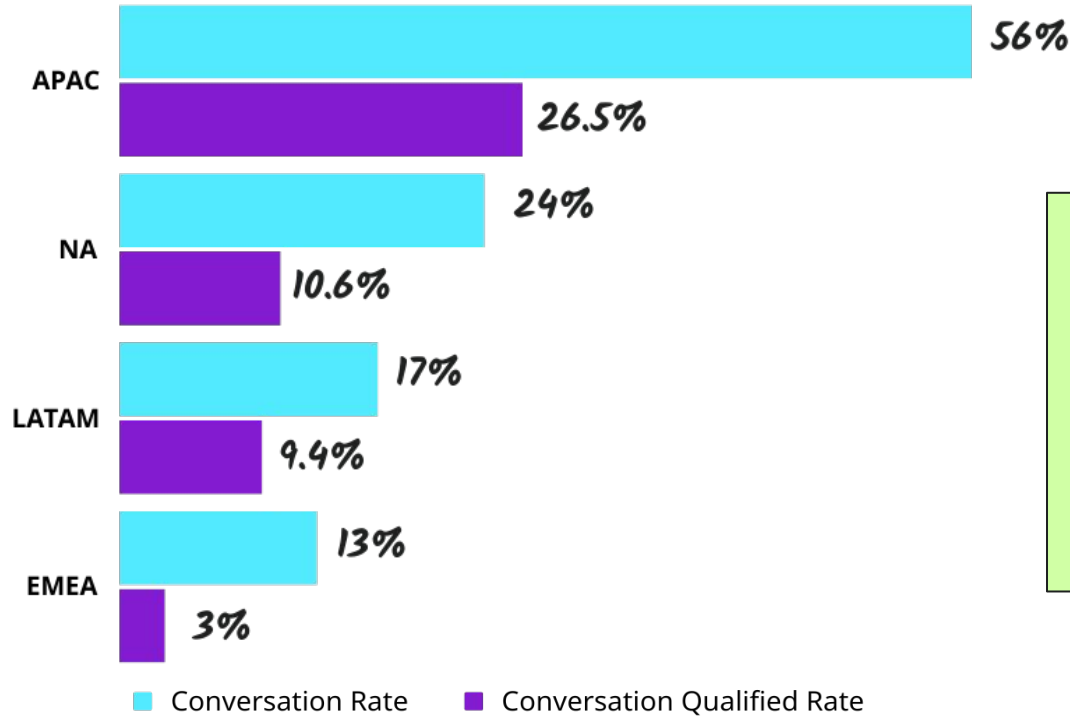
**Sports, Media and Entertainment** come in third this year with a 26% Conversation Rate.

# Geographic Summary

Breaking down performance by region, including:

- North America (NA)
- Latin America (LATAM)
- Europe, Middle East & North Africa (EMEA)
- Asia-Pacific (APAC)

# Asia-Pacific *Leads* Again



APAC continues to outstrip the other regions in conversation performance over the last 12 months. The dominance can partially be explained by the overrepresentation of the Auto industry in that segment; however, APAC still **outperforms industry benchmarks 2:1**.

NA, where the majority of our customers are located, outpaced LATAM this year.

# About *Conversica*

Conversica's Revenue Digital Assistants™ (RDAs) supercharge workforces to acquire untapped revenue through perfectly structured conversations across chat, email, and SMS. With billions of human interactions spanning more than a decade, Conversica's RDAs have learned to influence and persuade customers and prospects throughout the customer journey lifecycle.

Unlike first-gen chatbots, Conversica RDAs are Powerfully Human™ and can hold meaningful conversations at every touchpoint to create brand loyalty and maximize every revenue opportunity.

Learn more at [conversica.com](https://conversica.com).



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