

Hootsuite Discovers More Opportunities With Conversica AI Assistants for Conversational Marketing



Customer

Hootsuite

Challenge

- Excessive lead volume
- Too much time spent on addressing unqualified leads
- Routing leads to the Sales team

Conversica Solution

Conversica AI Assistants for Conversational Marketing

Conversica AI Assistants for Conversational Sales

AI Assistant Personas

- Alexis Horseman
- Elena Williams (USA)
- Maria Jimenez (Spanish-language for LATAM and Spain)

Conversica Assists

- Unlimited scalability in an affordable manner
- Integration with Salesforce and Marketo
- Integration with LeanData
- 10X conversion from the content leads
- +108,000 of total saved hours
- 4% engagement rate from content leads (up from 0.5%)

Hootsuite Uses Conversica AI Assistants to Tackle Lead Volume

Hootsuite, headquartered in Vancouver, offers a full suite of social media management and analytics tools. Beyond its robust social media management platform, the organization prides itself on customer care, social commerce, and employee advocacy. Hootsuite's ability to scale social media posting and foster customer relationships makes it a popular solution for businesses.

But with popularity comes high lead volume. And while this seems like a good thing, it becomes a problem if team members can't follow up on those leads effectively. This results in missed opportunities, time wasted on chasing the wrong leads, and frustrated team members.

Looking for a way to improve lead engagement and detection of sales-ready leads, Hootsuite decided to investigate Conversational AI for Marketing and Sales.

Identifying and Accelerating Opportunities With Conversational AI

When Ana Baroncelli (Director, Pipeline & Marketing Automation) joined Hootsuite, the company was undergoing some big changes in Marketing and Sales. Specifically, the company hired a new Commercial Sales team to handle inbound leads. This nascent team was 100% inbound leads driven, meaning everything came from their Marketing leads.

The Marketing team launched a lead scoring model in October of the same year. Based on the level of engagement, leads were passed to Sales in hopes of turning those prospects into customers. After nine months, the team realized that leads were not converting at the optimal level. The Marketing team worked with the Data Analytics team to identify why leads weren't converting and to brainstorm possible improvements.

“We were struggling with figuring out how many nurture flows we needed—and how many emails we needed per nurture flow. It was a very resource-intensive process... Conversica was the solution we needed to find the needle in the haystack.”

Ana Baroncelli

Director, Pipeline & Marketing Automation

Conversational Marketing Skills



CULTIVATE
Early Interest



REACTIVATE
Dormant Demand

Conversational Sales Skills



ACTIVATE
Unresponsive Demand

The team very quickly learned that the leads converting the most were coming from their website and were labeled 'demo request', through which they determined this was the right CTA to capture the people that want to buy.

Demo requests represent the hottest leads, and Salespeople naturally tackle these first. But the team needed to go beyond website-generated leads and demo requests to accelerate sales-ready leads from other sources. Hootsuite hosts 40 webinars a quarter, has millions of contacts in their email database, and hundreds of thousands of self-service plan setups every month. Clearly, the team needed a scalable way to discover opportunities within these lead sources.

The team thought long and hard about the best ways to find potential buyers who wanted to talk to Sales amidst all the noise. One idea was figuring out how many nurture flows were needed—and how many emails went into each nurture flow. But this turned out to be a very resource-intensive process.

At the time, Hootsuite was working with analyst firm SiriusDecisions to find ways to optimize its Marketing and Sales funnel. Upon hearing Hootsuite's challenges, SiriusDecisions recommended using an AI to pre-qualify leads.

"That's when we decided to look at Conversica," Baroncelli says. "We believed Conversica could be the solution we needed to find the needle in the haystack."

Boosting Engagement Rates With Virtual Team Members

When Hootsuite adopted a Conversica AI Assistant, the team quickly realized that Conversational Marketing from Conversica worked better than traditional automation solutions. This was thanks to Conversica's ability to deliver greater personalization to leads with unmatched speed and persistence. Conversica's Conversational AI proved to meet Hootsuite's needs and integrated easily with their technology stack including Marketo and Salesforce. Better still, Conversica's AI Assistants worked well with their process of routing leads after identifying hot leads.

Hootsuite also integrated LeanData into the lead routing process to ensure that leads are routed seamlessly once flagged by Conversica as ready to talk to Sales. "This was a unique use case for Conversica and LeanData working together, ensuring the best experience for our Sales team as well as our prospects", explains Jason Quach, Manager, Marketing Automation.

Hootsuite's strongest use case for Conversational AI is filtering all content leads through Conversica as a first step in the customer journey, by which they've boosted engagement rates from 0.5% to 4%, which translates to about half of their demo request conversion rate.

Over the first year of using Conversica, Hootsuite modified its lead scoring model to be much more black and white. High intent leads go directly to Sales while everything else (including content downloads) goes through Conversica first.

The Hootsuite team was able to channel all of the leads that were not high intent through Alexis, Elena, and Mariana, their virtual team members, where they saw the biggest lift.



Lessons Learned and Looking Forward

The team currently employs three AI Assistants to handle Conversational Marketing and Conversational Sales named Alexis Horseman, Elena Williams, and Maria Jimenez. Employing multiple AI Assistants helps the team cater to the needs of different regions including North America, Europe, Latin America, and Spain.

One of the primary benefits Conversica offers Hootsuite is the ability to boost productivity for the Sales team by offloading large numbers of leads to their AI Assistants. This allowed Salespeople to focus on closing deals rather than chasing potential deadends.

Of course, not every conversation with a lead is related to the sales process. To handle these interactions, the team implemented Conversica Answers—a customizable conversation management tool—to tackle the most common questions asked by leads and contacts. This feature allows AI Assistants to handle inquiries while also motivating contacts to continue the customer journey. This proved valuable for the team who, before Conversica, had to do this manually.

So, what comes next for the Hootsuite team? The team is investigating how to match Conversica with 6Sense as a way of getting more value out of their Account-Based Marketing (ABM) based on the buying stage of the incoming leads.

“Our strongest use case for Conversational AI is filtering all our content leads through Conversica as a first step in the customer journey.”

Ana Baroncelli

Director, Pipeline & Marketing Automation

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that’s scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation, and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).