

KEMP Technologies Generates 9 New Opportunities Worth over \$100K in First Month with Conversica®



Customer

KEMP Technologies, the industry leader in advanced Layer 2 – 7 Application Delivery Controllers (ADC) and application-centric load balancing

Challenge

- Scaling engagement and nurturing of web visitors to determine their interest and intent
- Optimizing lead qualification via marketing automation in the sales and marketing funnel
- Increasing ROI on lead acquisition and providing Marketing Qualified Leads for improved Sales team efficiency

Conversica Solution

Conversica AI Assistant for Conversational Marketing and Conversational Sales

Conversica Virtual Persona

Olivia

Conversica Assists

- 100s of web leads engaged weekly
- 25+ Marketing Qualified Leads per month for Sales teams
- 9 Net New Pipeline opportunities within the first 3 months worth over \$100,00
- Integrated with Salesforce, Marketo and marketing analytics

KEMP Technologies has over 40,000 worldwide customer deployments – enterprises and organizations that demand highly available, scalable and secure e-commerce, web and collaboration applications with the best value-based price and performance.

KEMP's success in the market was accompanied by ever-increasing success in its ability to generate sales leads. But managing the latter had become a major challenge, to the point where leads were falling through the cracks more rapidly than Marketing could qualify and pass them on to Sales. "I think we're probably normal in that," says Deirdre Sarsfield, Director of Corporate Marketing at KEMP Technologies. "As marketing scales, lead management becomes more complex and time consuming. There is a need to nurture and directly engage a larger number of incoming leads. Sometimes you end up focusing on the ones that have immediate opportunities. And that's because there's only finite time and resources so, as time goes on, they don't always get addressed correctly in the marketing funnel and the sales cycle."

KEMP's global presence complicated the matter further, introducing geographic and seasonal hurdles. "It's broken out between all different regions and so it just depends on what's going on in each region. In Europe it tends to be quiet in August, whereas that is not the case in Asia where activity ramps up in August, September, October and then gets quiet again in December." It became impractical to hire enough sales reps to cover raw leads in all regions over all peak periods, and Marketing needed to find a way to automate nurturing and engagement with these type of web leads beyond simple one-to-one email. So KEMP decided to give Conversica® a try.

"The Marketing and Salespeople love it. What Sales guy or girl doesn't love when they get handed a qualified lead that's already indicated a deeper level of interest and intent to buy, and actually wants to speak to you? I don't think we've had a single complaint since it's gone live, and it is already paying for itself."

Deirdre Sarsfield

EMEA Marketing Manager, KEMP Technologies

Conversational Marketing Skills



RE-ACTIVATE
Dormant Demand



POST-EVENT Engagement

Conversational Sales Skills



CONVERT Trials



\$4.5M revenue opportunity



20K lead engagement



715 opportunities created



2,237 phone numbers received



30% engagement rate

The Conversica Solution

KEMP Marketing investigated Conversica by first directing their AI Assistant, Olivia, toward their incoming leads, particularly those arriving via their 'freemium' product's separate website. "Many people downloaded the freemium product for trialing and testing; now all those leads get their first contact via Conversica." KEMP also leveraged Olivia to reach out to older and dormant leads. "This gave us a way of reengaging prospects and customers who had longer-term projects who originally came to the site with a basic level of interest, looking to see if KEMP was a relevant fit to their needs – but not engaging with KEMP directly either because the project was a lesser priority or to look at other options first."

Integration with Salesforce and Marketo

Recognizing that Conversica could complement their marketing funnel and automation suite, KEMP chose to integrate it with their Salesforce, Marketo and marketing analytics systems. Regarding Salesforce, Deirdre notes that "it's the one tool that all of our salespeople use daily – Salesforce is their first point of call." So she appreciated Conversica's ability to work with Salesforce and provide her reps with a single dashboard and interface. "All the contact information is there; it's easy to view when contact is made and Sales can pull up their details and see the full conversation that the prospect had with Olivia, and we'll know what information was requested and understand the nature of their intent."

The benefit of this integration is two-fold: KEMP now has the ability to see exactly where the lead is in the buyer journey and the point in which the lead has fallen off or become unresponsive. In addition, having end-to-end visibility of every touchpoint has reduced the wait time for follow-up. If that phone call has failed or there's no response by email in the first two days, then the lead goes to Conversica and Olivia takes over.

Deirdre admits to having initially thought that perhaps KEMP could set up other tools to do what Conversica does or even build it themselves, but promptly saw the futility of trying to do so. "We quickly realized that Conversica was the right fit to automate many of our real-time and near-time web site interactions. Building an in-house system that would be as intelligent as Conversica would have been a nightmare because it would mean setting up complex workflows, multiple triggers and hundreds of possible replies. It just would not work or be flexible enough, and would be too costly to update and maintain." Instead KEMP integrated Conversica into their marketing funnel, and with Marketo to enable them to amplify and complement each other.

Conversica Assists

They soon discovered what so many Conversica customers do: That Olivia excels at engaging in a human-like conversation. "Our Sales teams can focus on Marketing Qualified Leads that have shown interest and intent further down the buying cycle, rather than having to waste time." She continues, "Because who knows, you might be an excellent sales opportunity, but you could also be anybody from a student trying to learn about low bandwidth to somebody in the development community who's just playing around with our product because it's something for free."



She emphasizes that hearing ‘no’ was just as helpful to the Sales reps as hearing ‘yes’ because they needn’t waste time following up on people who were not buyers or not ready, and can instead focus on the live opportunities – and that Conversica’s power in fact lies in its ability to drive prospects to self-identify as a ‘yes’ buyer, for further nurturing, or as “no interest.”

Deirdre is sold. “How could I not be? I mean, if you just closed one extra deal because of Conversica, you’ve basically paid for a three month subscription right there.” She continues, “It’s like hiring three or four Sales Reps worldwide or adding a set of new Marketing resources, because Olivia’s looking after web visitors and leads from the US, from Europe, from Asia, so we’re not limited to her being in any one location or any one time zone.”

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Deirdre Sarsfield

EMEA Marketing Manager, KEMP Technologies

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, and customer success teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage 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 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](#).