NBOTS
Virtual Sales Agent - Test Case

Objective

AI-Driven Bot acting as Inside Sales - to re-engage/warm prospects to arrange a phone call with a human agent. The motive of the campaign is:
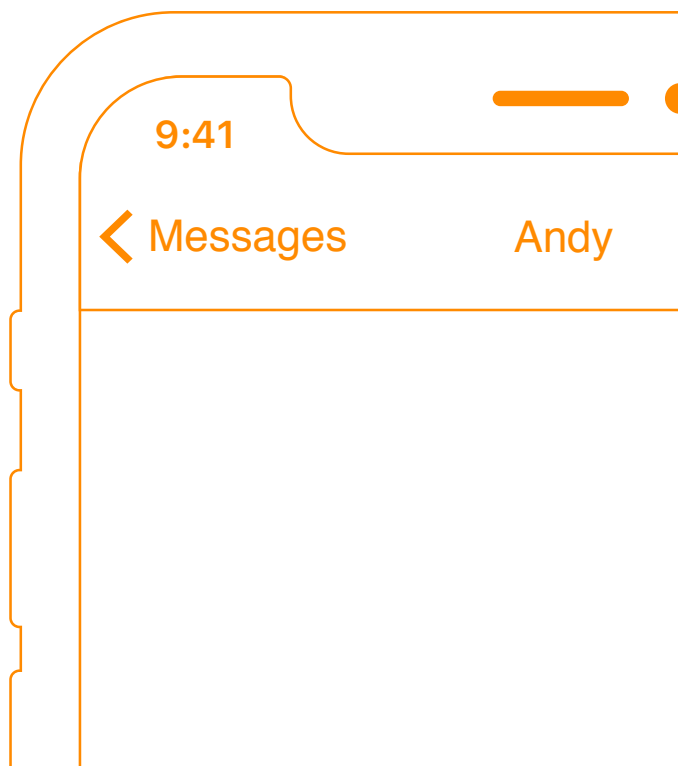
01

To save time for sales agents by scheduling call with prospects.

02

To create a better UX by enabling leads to choose the date and time of contact.

03

To save the cost of processing prospects.

9:41

‹ Messages   Andy

Method

01

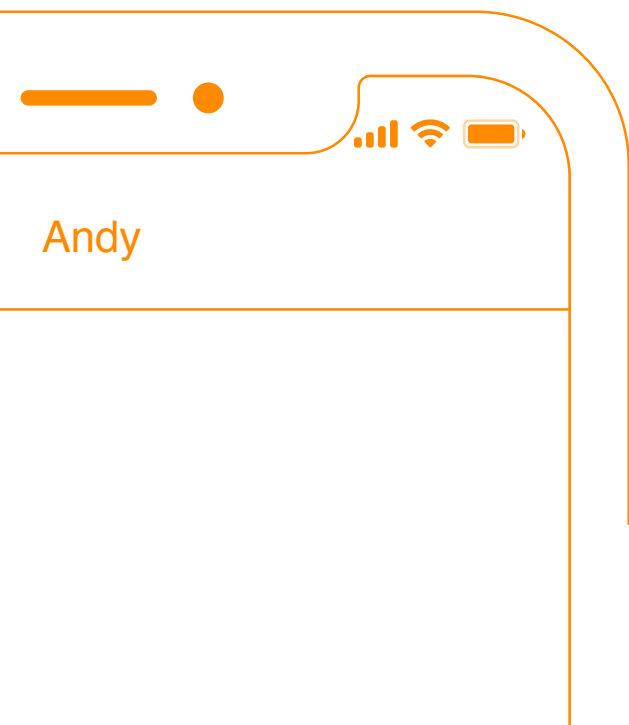*SMS to profiled data set from online survey.*

02

Three message sequence with a gap of 24 hours.
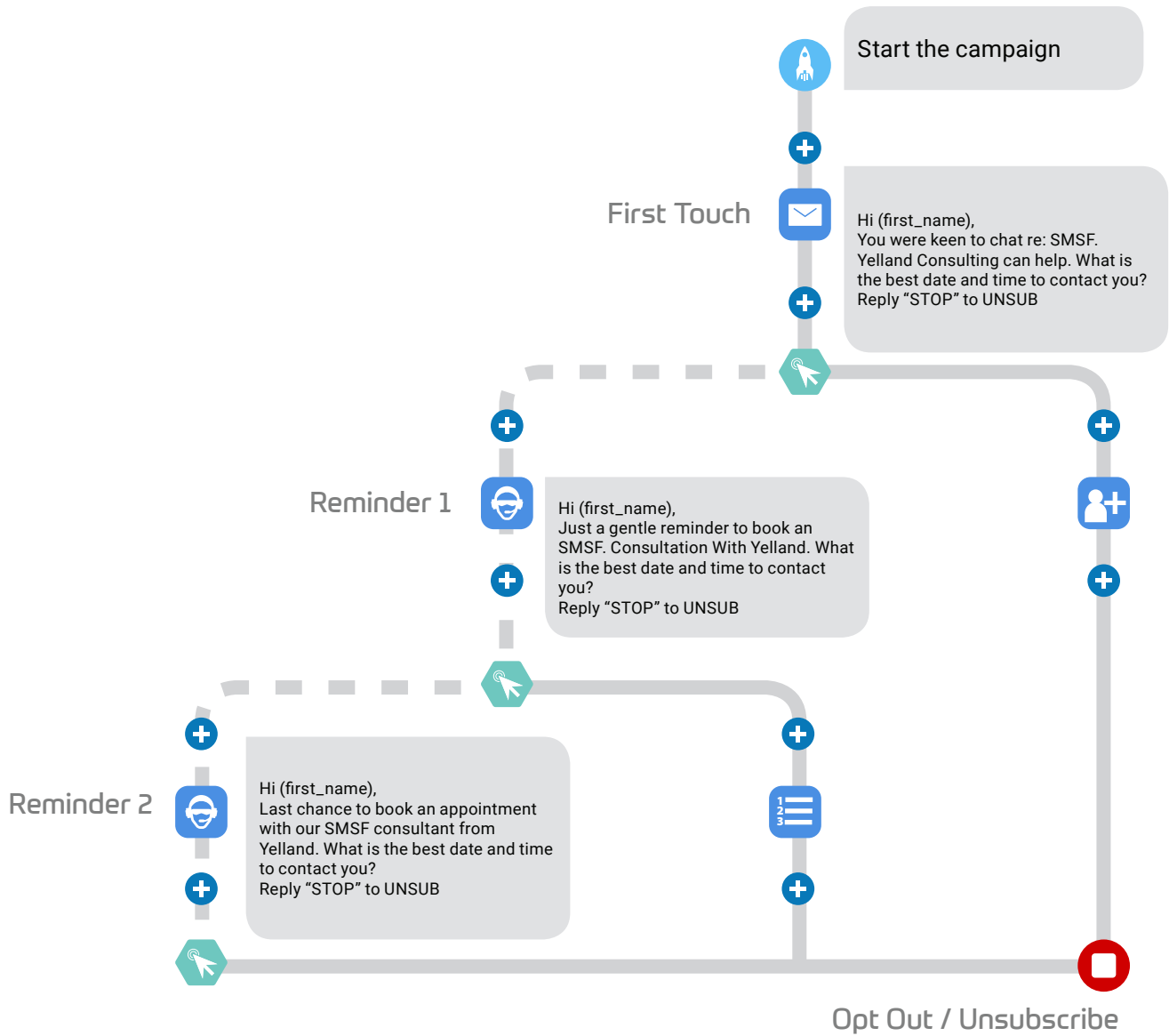
03

The message sequence stops if prospect replies and AI bot takes over to schedule appointment.

04

Calendar invite sent to both sales agent and prospect for successful cases.

Andy

Campaign Sequence

Start the campaign

First Touch

Hi (first_name),
You were keen to chat re: SMSF.
Yelland Consulting can help. What is
the best date and time to contact you?
Reply "STOP" to UNSUB

Reminder 1

Hi (first_name),
Just a gentle reminder to book an
SMSF. Consultation With Yelland. What
is the best date and time to contact
you?
Reply "STOP" to UNSUB

Reminder 2

Hi (first_name),
Last chance to book an appointment
with our SMSF consultant from
Yelland. What is the best date and time
to contact you?
Reply "STOP" to UNSUB

Opt Out / Unsubscribe

Result

45%
engagement rate
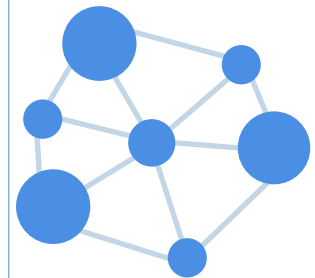(unique responses)

3x
forecasted (15%)

HIGH
automation
low cost

95%
saving vs human
agents

Better
prospect
experience

High Quality leads

high ROI

Leads to conversion

DELIVERED
1000

RESPOND
450

19

conversion