



purple

Purple (purple.ai) is a digital platform for intelligent spaces, providing businesses with guest WiFi solutions, web analytics, and cutting edge marketing tools. With over 50 million users worldwide across 34,000 venues, Purple delivers valuable user insights to drive customer and social engagement.

Challenge

For Purple, consistency in the lead follow-up process was an issue. With the large influx of leads, meeting the goal of a 5-minute response time proved to be difficult for the sales team to achieve. Like many organizations, response time came down to the discipline and discretion of the sales rep. Purple needed to find a scalable way to follow up with all its leads in a timely manner.

Why Conversica

- Follows up with leads from around the world with prompt, personalized outreach
- Automatically verifies and updates contact information, best time to call, and product interest
- Integrates with other tools in Purple's marketing technology stack, including Salesforce and Salesloft

With the Conversica Solution



Purple streamlined their sales process, moving from one in which the sales team had to follow up with every lead, to a hybrid model that utilized inside sales and Conversica.



This enabled the sales team to immediately connect with the leads they needed. Plus, they now had more time to focus their efforts on advancing their pipeline and closing



With Conversica's AI Sales Assistant, Purple was able to reach out to every lead in their database and achieve a conversion rate that was not previously possible.

Results in the first 6 months

32

Incremental opportunities created

\$500K

Additional pipeline

Conversica's Conversations Used



Inbound Leads
Following up with fresh leads inquiring about Purple's services



Re-engage Leads
Targeting old inquiries that have not moved forward



Spanish Inquiries
Engaging with Spanish-speaking inbound leads

"My Conversica assistant Eva set up seven new meetings for me in target accounts, and I got a 100% show-up rate."

Tyler Wright,
Enterprise Sales Manager

Conversica is the leader in conversational AI for business and the only provider of AI-driven lead engagement software for marketing and sales organizations. The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, and following up with leads via natural, multi-channel, two-way conversations.

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