ACQUEON

USE CASE: Acqueon for Proactive Sales & Retention

Digital transformation, proactive assistance, as well as customer retention & loyalty strategies have become MUST-HAVES for hitting revenue targets and outperforming goals. In every industry and vertical, sales teams are aggressively vying for the prospect and customer's attention and budget- **So which companies are winning?**

Without fail, the most successful Sales teams are the ones nailing outbound, proactive outreach & campaigns. They're the teams using AI-powered real-time data and insights.

80%
Of sales interactions will occur on digital channels by 2025 (Gartner)

TOP CHALLENGES FACED BY ENTERPRISE SALES TEAMS
(based on insight from our customers)

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We have competitors biting at our heels; we're only going to keep up if we start using technology that makes our teams smarter, faster & more scalable.

All of our target accounts are getting aggressively targeted by at least five other firms in our space. We can't lose our position as the frontrunner.

We're winning new business, but we're losing customers. Retention is a real concern. It's causing everyone to work in overdrive. It's not a sustainable pace.

We have so many data sources and we're losing ground because we can't keep track of sales activity or contact history.

Everyone here wants is anxious to layer in SMS and webchat with voice & email, but right now we can't manage that many channels on our own.

SALES TEAMS USE ACQUEON TO ACCELERATE PACE & OUTCOMES

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

1) An advanced Campaign Manager powered by:

2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).

- Enables outbound omnichannel (e.g. voice + digital) campaign management
- Massive positive impact on customer experience w/ personalized messages
- Reduces manual workload; staff can quickly filter by demographic criteria & automate targeted campaigns
- Includes predictive models to determine Next Best Action
- Easy to setup/use Reports & Dashboards
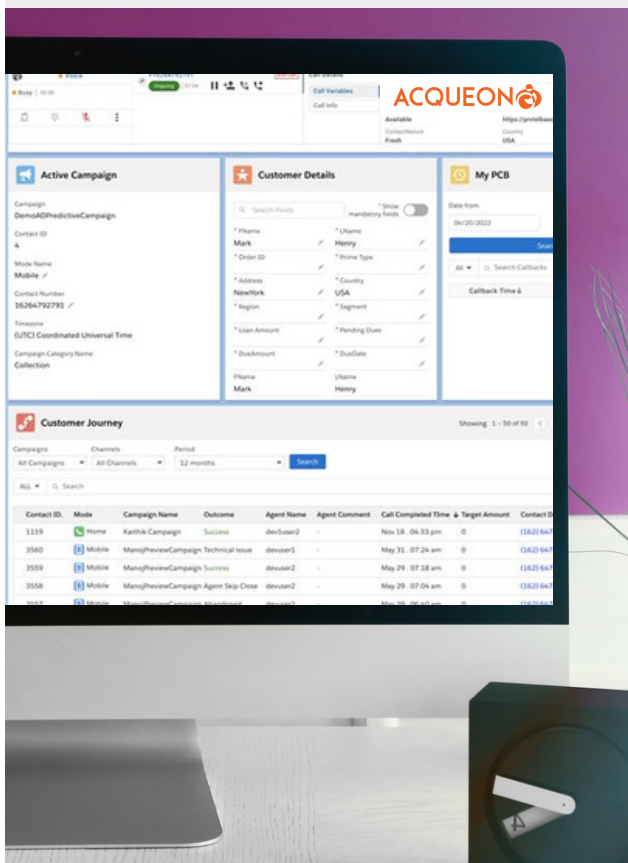- Built-in comprehensive Compliance Suite for complete compliance adherence

60%
Of brands have prioritized customer loyalty (Forrester)

INDUSTRIES EXCEEDING SALES & REVENUE GOALS W/ ACQUEON

- ✔ Banking
- ✔ Financial Services
- ✔ Insurance
- ✔ Healthcare Payers/Providers
- ✔ Retail
- ✔ Telecom

MOST WIDELY-USED ACQUEON FEATURES FOR SALES

- Balancing Across Lists
- Business Filtering & Contact Segmentation
- Campaign Chaining
- Right Party Connect (RPC)
- Personalized Campaigns
- Call-Back Support
- Propensity to Buy/Pay Models

RESULTS & OUTCOMES: HOW SALES TEAMS ARE MEASURING SUCCESS

Success is defined differently at every company, but most of our customers using Acqueon for proactive outbound sales measure similar KPIs. Based on typical outcomes, here's how Acqueon has improved KPIs for our customers:

- **+12%** Revenue per Call
- **–16%** Cost per Sale
- **+29%** Net Promoter Score (NPS)
- **+41%** Customer Satisfaction (CSAT)
- **+38%** Hit Rate
- **–79%** Cost of Compliance

WHY ACQUEON?

1. We're the proven platform helping Enterprise Sales teams with outbound sales in every industry & transforms sales outreach & lead generation from reactive to PROACTIVE

2. Voice + digital campaign management maximizes the potential and output of every customer conversation

3. Acqueon Engagement Cloud is the leading Conversational Engagement platform for proactive sales, revenue generation & customer engagement @ large/mid-size enterprises

4. Integrated w/ all leading on-prem & cloud Contact Center solutions (plus Salesforce & virtually every CRM, EHR & System of Record)

5. Comprehensive, **built-in** Compliance Suite (so you can stop worrying about DNC, TCPA & the long list of rapidly morphing/growing Fed/State regulations)

6. Built-in Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more AND get to YES- outcomes more!)

Outperform Your Sales Goals: Use Acqueon's Proactive Revenue Generation & Customer Engagement Platform for Sales.

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