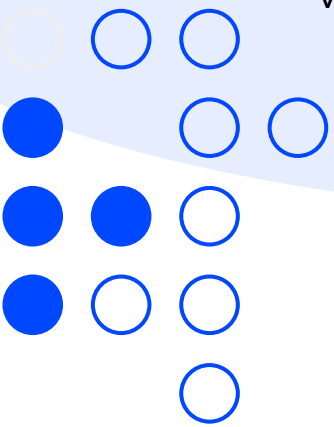


# Multiply your workforce's power with Verse's premier Lead Conversion Platform

Customers want a personalized, human experience from companies. They also expect instant access to information and support during their decision making process. Verse's Lead Conversion Platform continuously pursues your leads in a highly engaging and personalized way - until they're ready for a conversation with your sales team.

## Why Verse?

Verse's AI-powered Lead Conversion Platform engages, nurtures, and converts your leads into qualified appointments. With Verse, your people can focus on closing highly-qualified leads and delivering an exceptional customer experience.



## How it helps you?

### Save hundreds of hours

Your team spends hours on busywork: responding to simple questions, answering customer support requests, gathering lead qualifying information, and inputting prospect data. Verse takes these tasks off their hands so that your team only has to step in at the pivotal moment.

### Scale your sales

Reach more prospective customers than ever before without adding headcount by letting Verse handle initial sales outreach. With an intelligent and conversational interface, you have a flexible and highly trained team that grows with your business.

### 24/7 access

Support your customers at all times and keep conversations flowing outside business hours. Get in front of your customers before they look elsewhere to maximize your opportunities.

### Improve your customer experience

Your customers will love your responsiveness and speed of communication. No more calls put on hold, or searching through websites and emails for the right information. Verse makes every interaction as effortless as possible - for our customers and yours.

# How it works



## Build powerful conversation campaigns

Our team of experienced conversation designers, marketing experts, and implementation specialists will help you build engaging and effective outreach campaigns that speak to (not at) your customers.



## Automate SMS conversations

Through powerful human-guided AI, Verse holds 2-way conversations with your customers around the clock, so you never miss an opportunity.



## Pass opportunities to your team

Book in-person or virtual appointments, schedule demos, drive inbound calls, and keep your team busy (and happy) with the right prospects.

# 89%

of your leads prefer to text

The modern consumer no longer answers phone calls from numbers they don't know, but 98% of them will read our text messages. This enables more conversations to start, faster.

# 40%

of leads come in after hours

When a lead comes in after hours, reach them immediately, before they have a chance to even look at your competitors.

# 90%

of your leads aren't nurtured

Most consumers aren't ready for a purchasing conversation right away. Staying in constant contact keeps your business top of mind when the time is right.

## Track Verse's impact

Verse isn't just good for your customers; it's great for your people. By taking care of the most repetitive and transactional tasks, your employees can invest their time in more meaningful relationship and account building.

You'll have an instant dashboard to keep track of Verse's interactions behind the scenes. We provide a breakdown of performance by lead source, allowing you to reallocate ad-spend in the highest performing funnels.

