

menu

re-engagement.

delayed leads

If a lead isn't contacted within the first 1 hour–3 days, conversion rates often drop sharply. With delayed lead campaigns, your team can focus on live inquiries while Verse takes over outreach after that initial window, ensuring no lead slips through the cracks.

aged leads

Verse can re-engage leads that have been sitting idle in your database. This includes prospects who dropped off during the sales journey or those who you were never able to contact initially. Our campaigns reignite interest and bring these leads back into play.

abandoned calls

If a customer call goes unanswered or is abandoned/stranded in queue, Verse can immediately follow up via SMS to keep the conversation alive. This ensures you never miss an opportunity due to missed calls.

leads lost in the funnel

Some prospects engage but stall at critical points, whether they stopped responding, failed to submit an application, or were marked as closed-lost. Verse uses CRM integration to monitor leads and automatically re-trigger outreach at these points to revive interest and push them toward the next step.

a la carte.

email only

If a campaign captures only email (with no phone number), Verse can still run email outreach campaigns to drive engagement, keeping the same handoff flow as SMS-based campaigns.

QR codes

Verse can generate and host QR codes for placement on marketing channels (billboards, TV, print, etc.). Scans feed directly into Verse for immediate follow-up and CRM integration.

live coverage.

live leads

Any new inquiry that comes in is immediately routed into Verse's platform for fast outreach and conversion. This ensures no delay in engagement, maximizing the chances of turning fresh leads into active opportunities.

web engagement

Verse can create website widgets to capture new leads directly from your site. These leads can engage via webchat or SMS, and funnel straight into Verse for outreach, then sync into your CRM.

hybrid campaigns

Not all leads follow the same path. Hybrid campaigns combine multiple handoff options, such as offering a phone call or an appointment, based on how a lead responds. This flexibility creates a tailored experience and increases the likelihood of conversion.

handoff types.

CallConnect™

Our live transfer feature, great for call centers

call ready

When calls are preferred, but your team can't always answer

hard appointments

For onsite estimates or in-person events

soft appointments

For teams without calendars (still gather a date/time)

self schedule

For people who don't want a call at all

text handoff

For people who want to continue via SMS

Hey Harvey! It's Avery with Verse Mortgage. We started your mortgage application but never finished. It only takes a few minutes-do you have time for a quick call with one of our experts?

Yes, call me please...

Sounds good, calling now.



leads lost in the funnel with a side of CallConnect™



Successful outbound CallConnect™ live transfer between lead Harvey Myer and Verse Mortgage
Lasted 9 min 52 sec

engaged customers.

surveys

Verse can trigger surveys after a transaction to collect customer feedback. Responses are posted back into your CRM for analysis, giving you valuable insights on service quality and customer satisfaction. Satisfied customers are pointed to review/referral.

reviews

After a sale closes, Verse can follow up with customers to request reviews. Negative feedback is sent back to your team for resolution, while positive reviews can be directed to online platforms. This ensures continuous reputation growth and customer care.

referrals

Once a transaction is complete, Verse can ask satisfied customers if they have friends or colleagues to refer. This helps expand your lead pool organically by tapping into trusted personal networks.

cross-sell/up-sell

Verse can reach out to your existing customers to promote additional products or services. For example, offering complementary services (like roofing clients receiving window upgrade options) drives incremental revenue from your current base.

We can also send targeted promotions tailored to customer profile, including past actions.

self-service

Verse can share customized links via SMS that guide leads or customers to forms, sign-ups, or applications. This creates a seamless self-service experience while still tracking engagement back to your CRM. Through CRM integration, we track form completion and nudge until it's done - then take any next steps.

other.

recruiting campaigns

Run SMS campaigns to recruit talent for your organization. These campaigns collect key qualifying details from candidates before passing them on to your team, making the hiring process more efficient.

co-marketing campaigns

If you're sharing leads with a partner, Verse can manage outreach on your co-marketing lists. This ensures consistent messaging and maximized lead engagement across partners.

reminders.

appointment scheduling

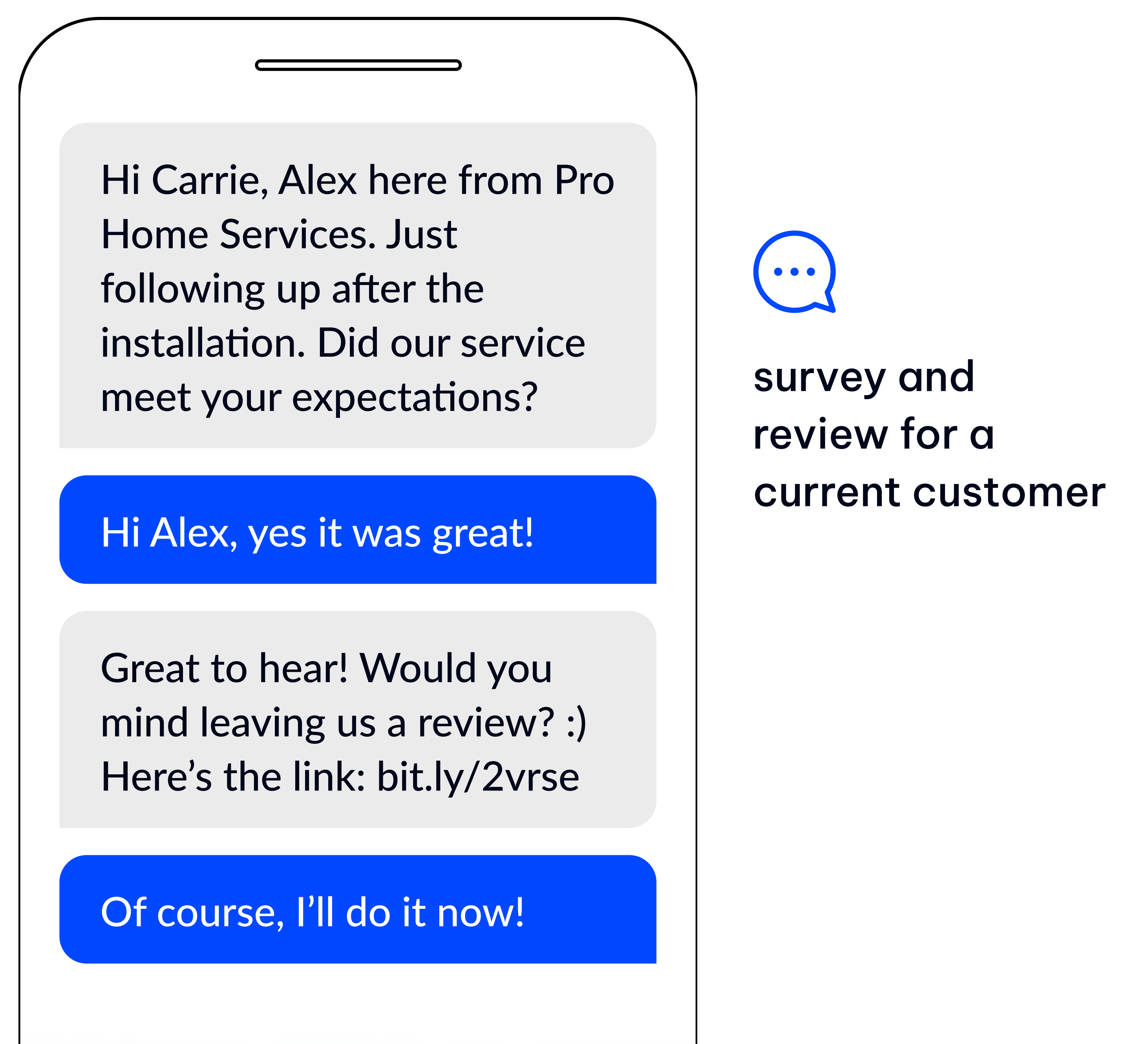
Verse can handle appointment confirmations, reminders, and reschedules. By integrating with your CRM, we can automatically send reminders (e.g., 24 hours before) to confirm or reschedule. If the appointment is missed, Verse will reschedule, keeping your pipeline moving without manual follow-up.

payment reminders

Verse can send SMS reminders for upcoming or overdue payments, with personalized details pulled directly from your CRM. This reduces missed payments and supports smoother cash flow. Through CRM integration, we track payment completion and nudge until it's done.

promotions & events

Verse can run short SMS campaigns to keep your audience informed about promotions, service reminders, or upcoming events. Think of it as a lightweight drip campaign designed to maintain engagement and boost attendance or response rates.



Hi Carrie, Alex here from Pro Home Services. Just following up after the installation. Did our service meet your expectations?

Hi Alex, yes it was great!

Great to hear! Would you mind leaving us a review? :) Here's the link: bit.ly/2vrse

Of course, I'll do it now!

survey and review for a current customer



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