

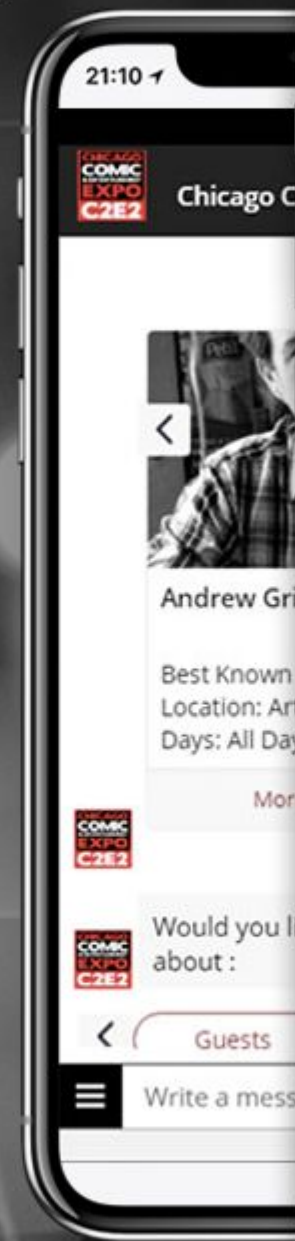


# ZOE

ENTERPRISE LEAD  
ENGAGEMENT

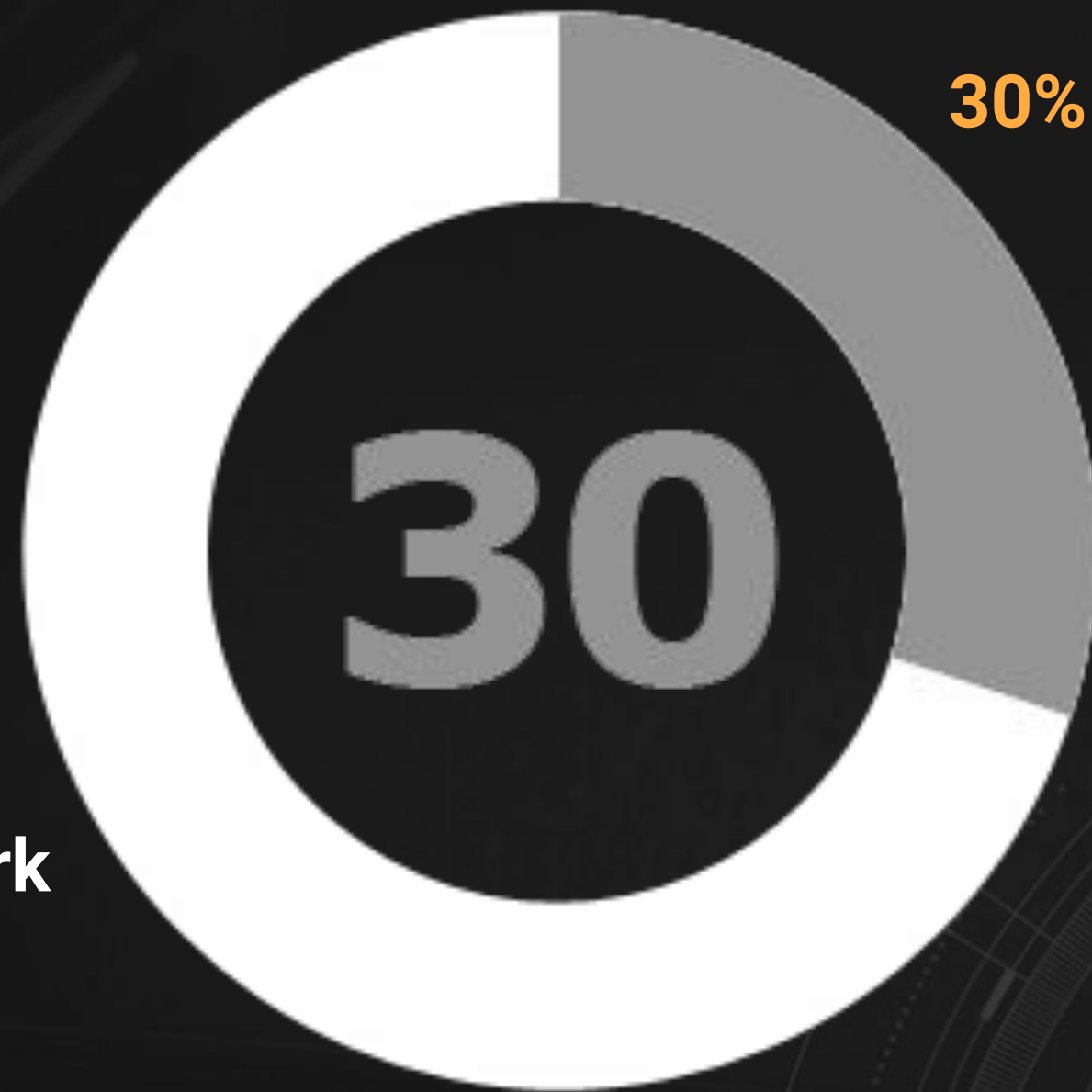


# LET AI DO THE TALKING





# PEAK PERFORMANCE REALITY



**30% Creative Work**

**70% Grunt Work**

# Do You Follow Up ENOUGH?



OVER  
**80%**  
REPS STOP  
FOLLOW UPS

AFTER  
**2**  
ATTEMPTS

OVER  
**50%**  
LEADS

RESPOND  
AFTER  
**4**



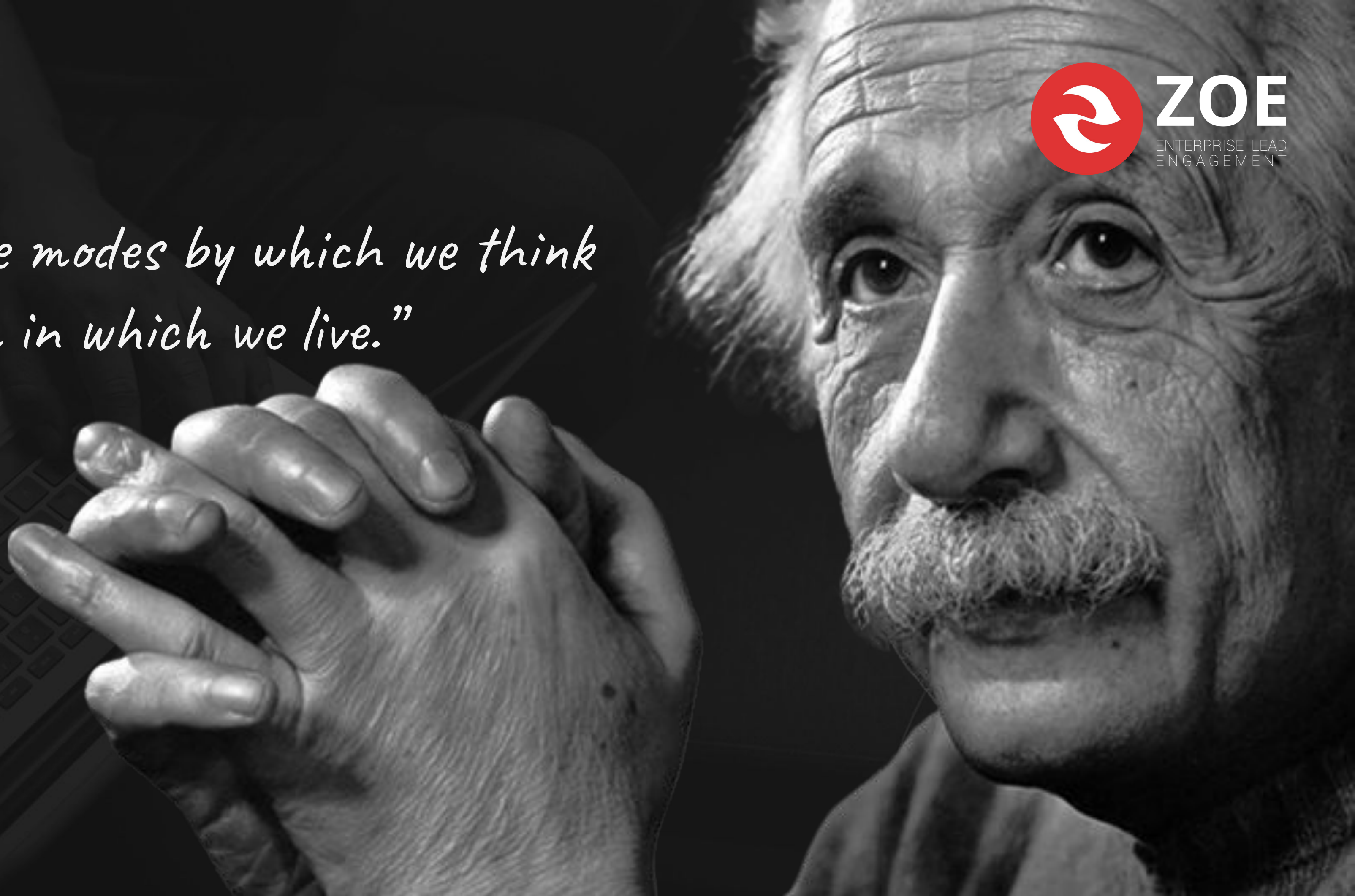
# Google 20% Time?

# TIME + SPACE



*“Time and space are modes by which we think  
and not a condition in which we live.”*

**- Albert Einstein**







**PEAK PERFORMANCE ⇒ + (TIME & SPACE)**



**What if every Sales Person  
had 1 dedicated Assistant?**



# ZOE E-MAIL AI

**The Leading Enterprise Lead Engagement & Follow-up Robot**

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# BUSINESS CASE



Personalization at scale



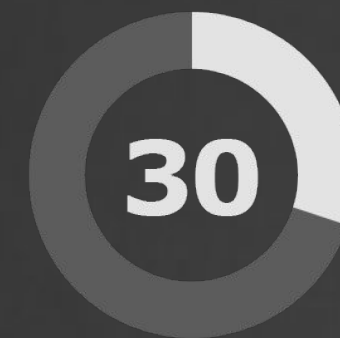
Multiple, persistent follow-ups



Revitalize old leads



Sales, recruitment or both.



Reduces grunt work

# BUSINESS CASE - The CHASE



## Personalization at scale

- Emails are 1 to 1 and not mass newsletters
- Zoe can read and understand responses
- It's a persistent human-like agent
- Zoe is the best of both worlds
- Zoe will set meetings
- Welcome back after OOO and follow-up with referrals





# BUSINESS CASE



## Revitalize all Lead Sources

- **Old Leads:** Dark data. Give them a beat.
- **Trade Shows:** Need immediate follow-ups.
- **Brochures, Video, Gated Content:** Hidden Treasure
- **Website Leads:** Requires persistent follow ups.





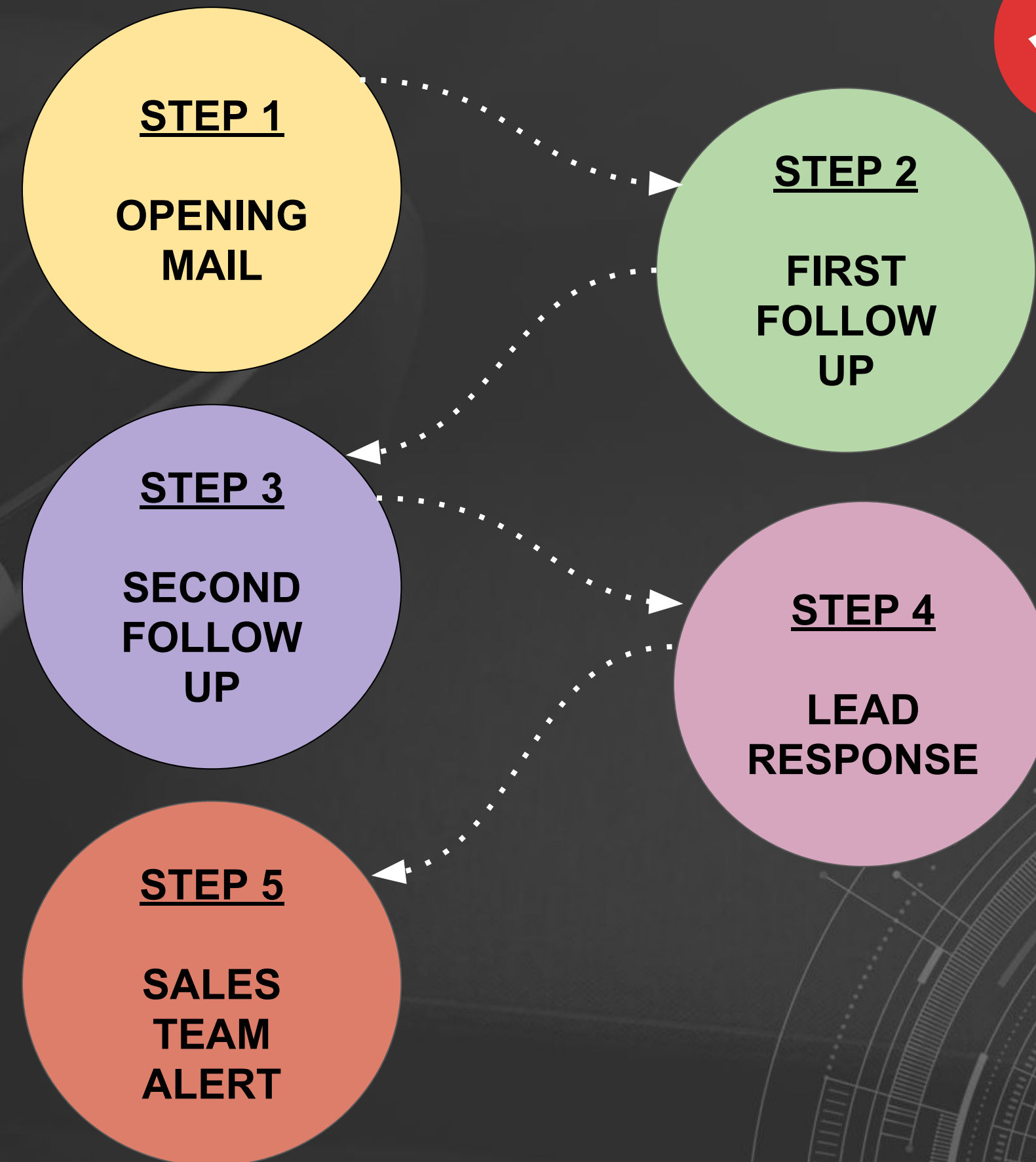
**ZOE is your new CC  
colleague**



# ZOE EMAIL WORKFLOW



- Sends follow up emails to leads with politeness and persistence
- Understands when to back off and when to set up a meeting with a human



# ZOE EMAIL WORKFLOW



## Step 1: Opening Email

Zoe fires off intelligent, personalised emails based on multiple factors.

- AI identifies lead type and adds appropriate introduction. In this case, old lead.
- Small talk based on lead type, location, weather and sports

Hello Karen,

16th February, 2018 at 7:14 PM

How have you been?

I hope the recent spell of poor weather didn't trouble you too much.

We have some news I think you will be interested in. We have a major update on our Genesis suite of sales software, and I thought you would like an exclusive look at the new features.

Please drop me a line if you would like me to set up a call with one of our sales executives.

Thank you,  
Zoe Miller  
22 Cortlandt Street, Suite 1635  
New York, NY 10007, USA  
Phone: +1 800 385 1422



# ZOE EMAIL WORKFLOW



## Step 2: Follow up 1

Zoe sends reminder after a few days, keeping holidays and weekends into consideration

Hello Karen,

20th February, 2018 at 8:20 PM

Did you get a chance to review my previous email? I'd love to hear what you think.

Thank you,  
Zoe Miller  
22 Cortlandt Street, Suite 1635  
New York, NY 10007, USA  
Phone: +1 800 385 1422

# ZOE EMAIL WORKFLOW



## Step 3: Follow up 2

Zoe sends another update after a suitable period of time. Mail frequency can be changed and can vary based on lead type

Hello Karen,

27th February, 2018 at 6:08 PM

It has been a while since we last spoke.

Was checking in to find out if your are still interested in exploring our solutions.

If it suits you, I could arrange for a quick 20 minutes demo. Please respond to this mail if you are interested

Thank you,  
Zoe Miller  
22 Cortlandt Street, Suite 1635  
New York, NY 10007, USA  
Phone: +1 800 385 1422



# ZOE EMAIL WORKFLOW



## Step 4 : Response

Zoe scans prospect email for telltale keywords that identify response type

Hi Zoe,

27th February, 2018 at 7:20 PM

Sorry, I have been terribly busy, so I couldn't respond!

Yes, this looks like something my bosses might be interested in. I'd like a demo tomorrow afternoon, if possible

Thank you,  
Karen Stokes

XXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXX

Phone: XXXXXXXXXXXXX

# MEETING SCHEDULER



- Easy 2-step meeting scheduler
- Allows leads to block time slots on their convenience

**SELECT A TIME**

- Morning -

09:00am	09:30am	10:00am
10:30am	11:00am	11:30am

30 Minute Meeting Eastern Standard Time

**SELECT A DAY**

- TODAY -

<	Mon Apr 23	Tue Apr 24	Wed Apr 25	<b>Thu Apr 26</b>	Fri Apr 27	>
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←

**30 Minute Meeting**

09:15am - Friday, April 27, 2018

Time Zone: Eastern Standard Time

**CANCEL** **SCHEDULE EVENT**



# FEEDBACK MODULE



Follows up with leads within a week of scheduled call for feedback regarding call performance



# REVERSE DNA OF EMAILS



Detailed customer profiles from email address for selective followups

The screenshot displays a software interface for prospect management. On the left, a detailed profile for John Smith is shown, including his photo, name, and various attributes. On the right, a list of other prospects is visible, each with a 'Create Contact' button.

Attribute	Value
LOCATION	San Francisco, CA, US
EMPLOYMENT NAME	ABC
ROLE	CEO
SENIORITY	Executive
SITE	<a href="http://abc.com">http://abc.com</a>
GENDER	Male
TWITTER FOLLOWERS	50,000

Prospect	Action
Partner Sales Executive	<a href="#">Create Contact</a>
Principal Product Owner	<a href="#">Create Contact</a>
Principal Group Engineering	<a href="#">Create Contact</a>
CVP, Application & Services Group	<a href="#">Create Contact</a>
Partner	<a href="#">Create Contact</a>
CMO Lead, Worldwide Enterprise Marketing	<a href="#">Create Contact</a>



# SMALL TALK



- Zoe makes relevant small talk, with witty responses to generic comments
- Gives conversation a human touch.
- Small talk training database is updated constantly.

## Talking about the weather

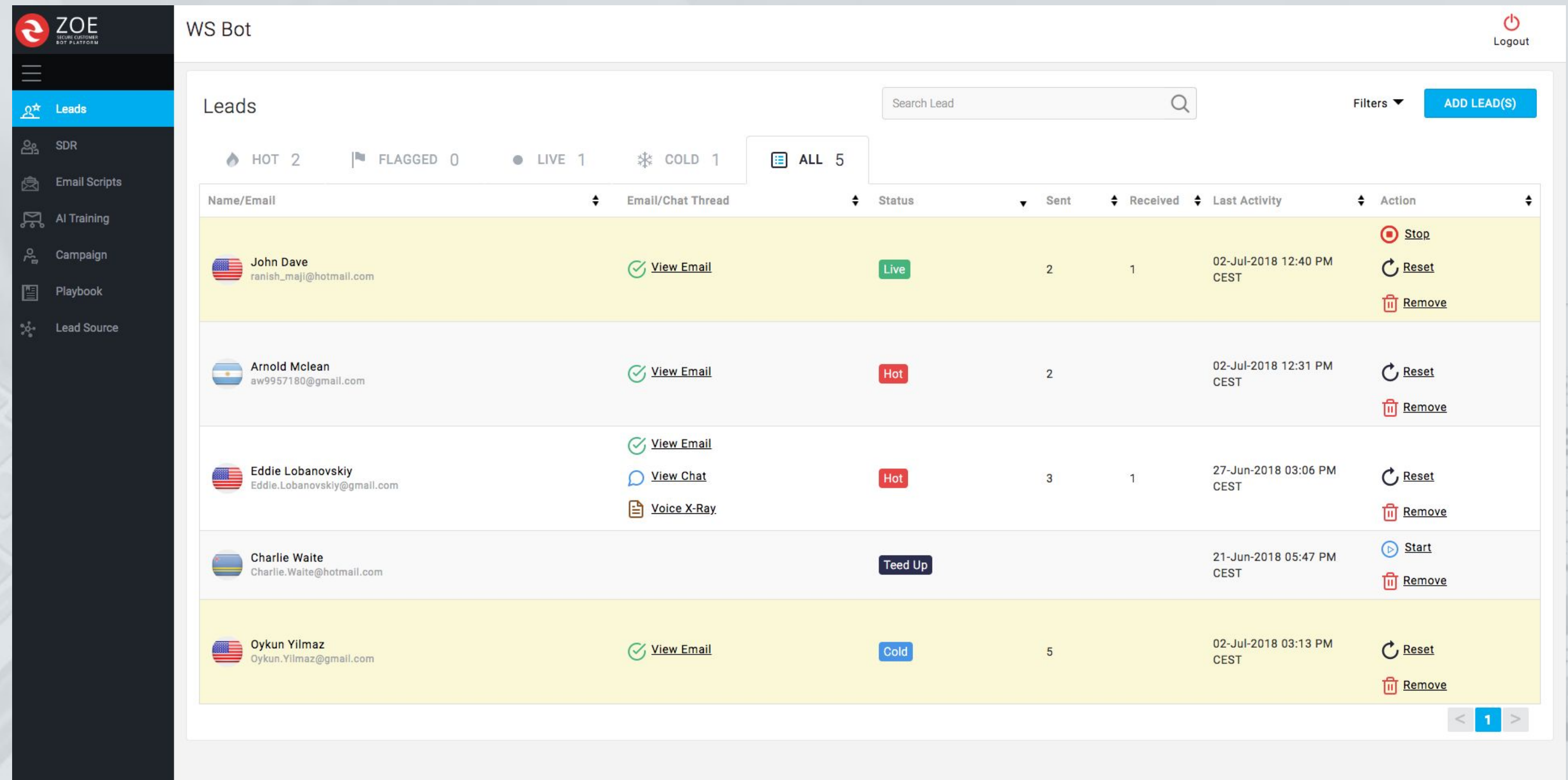
- Beautiful day, isn't it?
- Can you believe all of this rain we've been having?
- It looks like it's going to snow.
- It sure would be nice to be in Hawaii right about now.
- I hear they're calling for thunderstorms all weekend.
- We couldn't ask for a nicer day, could we?
- How about this weather?
- Did you order this sunshine?

## Talking about current events

- Did you catch the news today?
- Did you go to the basketball game on Friday?
- The score was 101-98.
- I heard on the radio today that they are finally going to start building the new bridge.
- How about those Reds? Do you think they're going to win tonight?

# LEADS

- Comprehensive view of all leads
- Including source, conversation details and status

























WS Bot

Leads

Search Lead

Filters ADD LEAD(S)

HOT 2 FLAGGED 0 LIVE 1 COLD 1 ALL 5

Name/Email	Email/Chat Thread	Status	Sent	Received	Last Activity	Action
 John Dave ranish_maji@hotmail.com	 <a href="#">View Email</a>	Live	2	1	02-Jul-2018 12:40 PM CEST	 Stop  Reset  Remove
 Arnold Mclean aw9957180@gmail.com	 <a href="#">View Email</a>	Hot	2		02-Jul-2018 12:31 PM CEST	 Reset  Remove
 Eddie Lobanovskiy Eddie.Lobanovskiy@gmail.com	 <a href="#">View Email</a>  <a href="#">View Chat</a>  <a href="#">Voice X-Ray</a>	Hot	3	1	27-Jun-2018 03:06 PM CEST	 Reset  Remove
 Charlie Waite Charlie.Waite@hotmail.com		Teed Up			21-Jun-2018 05:47 PM CEST	 Start  Remove
 Oykun Yilmaz Oykun.Yilmaz@gmail.com	 <a href="#">View Email</a>	Cold	5		02-Jul-2018 03:13 PM CEST	 Reset  Remove

< 1 >



# ZOE CLIENTS



# OFFICE LOCATIONS



## New York

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Phone: +44 (0) 203 056 8851

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Innovation Birmingham Campus,  
Holt Street, Birmingham Science,  
Park Aston,  
Birmingham, B7 4BB.

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Phone: +65 6534 9746

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Kolkata- 700 156, India

Phone: +91 33 66110900







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**ZOE**

ENTERPRISE LEAD  
ENGAGEMENT

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A member of Web Spiders Group

