# STAGE 3

## Accelerate Deal Cycles

Website Concierge Use Case Example

### Buyers
- √ UNKNOWN
- √ KNOWN
- √ RETURNING
- √ TARGET ACCOUNT
- √ SALES ENGAGED
- √ CUSTOMER

### Buying Journey
- √ Awareness
- √ Interest
- √ Consider
- √ Justify
- √ Decision
- √ Adopt
- √ Expand
- √ Advocate

### Solution
- **MOST APPROPRIATE SOLUTION**
  - Accelerate buyers to the next stage
  - Talk to sales to learn more about the right thing to purchase

### Website Experience
- **URL**
  - Any page on Drift.com
- **UTM**
  - N/A

### Campaign
- **CAMPAIGN NAME**
  - Website_Concierge

### Engage Options
- Regular Playbook
- Triggered Playbook
- Embedded Playbook
- Conversational Content
- Live Chat
- Email
- Video

### Engage Hook
- **ENGAGE HOOK**
  - 100 characters or less
  - Hi, can I ask you a question?

### Classifier
- EVENTS
- CLUSTERS
- ONTOLOGY

### Primary Call-To-Action
- ROUTE TO SALES
- DROP A CALENDAR

### Secondary Call-To-Action
- MARKETING OFFER
- SELF-SERVICE RESOURCE
- ROUTE TO CUSTOMER SUPPORT

### Dialogue Manager
- BUSINESS RULES
- QUALIFICATION SCORING
- RESPONSE TYPES

### Business Outcome
- √ NEW LEAD
- √ MEETING BOOKED
- √ SALES ACTIVITY
- √ OPPORTUNITY CREATED
- √ REVENUE CLOSED
- √ DEAL INSIGHTS

### Buyer Outcome
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- File Support Ticket
- Chat with Support
Website Concierge AI Powered Bot Example

Dialogue manager tells the bots to acknowledge the question and explain why a meeting will be required for a full answer.

Classifier detects that this is a very specific pricing question that will require a teammate to weigh in.

Dialogue manager kicks in to tell the bot this is a high intent lead (interested in pricing and responding affirmatively to the offer of a conversation) so the bot should fast track to sales.

Bot
Hi, can I ask you a question?

Bot
Great question! As deployments can vary greatly, subscriptions and prices can vary. To get you the most accurate answer, ask me to get you some human help.

Bot
Would you like to talk to someone who can answer your questions and recommend an implementation to you?

Bot
Our team is currently away and unavailable to chat now. I’d love to schedule a meeting for when someone is available.

Bot
I have a few quick questions and then I’ll show you their calendar and you can choose a time that works best for you!

Bot
Just one question, what’s your business email address?

User
hi.. we are looking for FX 990, what will be the cost of the device?

Definitely!