

## Executive Overview

Drips Conversations as a Service uses AI-powered text messaging, scheduled calling, and voicemail messages to reduce the burden on call centers and empower consumers to engage on their own terms. With Drips, clients have doubled connect rates, boosted engagement 80%, and earned millions in revenue. Plus, they leverage their managed service philosophy and proprietary compliance technology to deliver safe, effective outreach without the burden of a DIY approach.

## Product & Service Offerings

- Conversations as a Service (CaaS)
- Disqualified by Drips
- (Human) Initiate by drips
- Health Risk Assessment (HRA)

## Sales Engineer Take On Best Fit

Drips uses AI-powered natural language understanding to interact with customers via SMS, delivering pre-approved, contextually appropriate replies. Their system maintains conversations over time, aiming to schedule calls with agents or direct customers to self-service options.

- John Paullin, Director of Sales Engineering, UC/CC/AI

## Key Features & Differentiators

### Keep it Real

- When you start a real conversation, you get real responses. Using AI-powered SMS, voicemail, and scheduled calls, Drips delivers authentic engagement that drives results at a massive scale.
- Pre-Approved Scripts: Drips use natural language understanding (NLU) to identify consumer intent and respond appropriately, without the need for a human agent to manage the conversation. Importantly, however, the responses are not AI-generated. Instead, we help develop a scripting package that is pre-approved by your compliance, UX, and legal teams before being sent to consumers.

### Keep it Safe

- Drips works with leading legal firms to help you stay on top of fast-changing outreach regulations that impact your industry. We are ISO 27001 certified and have developed multiple technical controls that make us a compliance leader.
- Drips proprietary Drips Rules Engine (DRE) considers recipient's location and the campaign use case to dynamically modify the

platform's outreach according to the applicable legal frameworks. The Drips Obfuscation Engine (DOE) recognizes when members include any of the 18 PHI identifiers in their response, as well as other sensitive information like medication names. Then, Drips scrubs that information and replaces it with a placeholder to preserve the context of the message. In addition Drips has an advanced process for disqualification called Disqualified by Drips. Using Natural Language processing trained on over 1 billion double-blind, hand-approved terms to easily recognize the many ways a user can revoke consent.

### Keep it Easy

- We're a Managed Technology, with the help of industry-leading best practices and a highly experienced team that can handle setup, recommend campaigns, conduct tests, and monitor results.
- < 90 Days average time from contracting to go-live

### Top Industries Served

- Financial Services
- Healthcare
- Insurance
- Education

### Ideal Customer Profile

**Company Size:** 50M+ and/or ~1,000 employees or greater

#### Decision Maker Titles:

- C-Suite
- VP Contact Center Strategy
- Chief Strategy / Innovation Officer
- SVP Growth
- VP of Product Management
- Chief Medicare Officer / Head of Medicare
- VP of Government Programs (Healthcare)
- VP of Admissions
- VP of Enrollment

### Qualifying & Technical Questions

- How are you reaching out to your prospects and customers today?
- What is the success rate (and how much do you spend) on your outbound dialing programs?

- What action or behavior are you driving consumers to?
- How many consumers are you unable to reach?
- Can you quantify the value of reaching this audience and getting them to engage?
- What concerns do you have around your SMS strategy?
- How do you handle consent and consent revocation?

## Elevator Pitch

More and more, customers expect personalized two-way interactions that address their individual needs and guide them to the services that suit them. Meanwhile, many enterprises face capacity bottlenecks and struggle to give even one touchpoint to every consumer raising their hand.

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## Objections & Rebuttals

### **We already text.**

Many of the clients Drips works with were texting prior to Drips. In fact some clients have over 20 SMS vendors. As a managed service Drips provides a concierge experience, that supports clients through building, designing, running and continuously improving programs that deliver a true and defined business impact.

### **We have Salesforce.**

2-way SMS introduces an advanced level of complexity for organizations. Often when organizations try to take this on themselves there are often unexpected hurdles due to the added complexity of managing compliance and performance over an unsecure channel.

### **We have another digital enablement platform.**

What type of consumer experience are you hoping to deliver? Most platforms are a one-way push notification, or they're driving to a portal. Often this can add additional friction, and reduces adherence rates based on the perceived barriers.

### **Is this generative AI?**

Drips does not use generative AI to create texts, calls, or voicemails to send to your audience. Instead Drips uses natural language understanding (NLU) to recognize the intent behind inbound messages. Then they match that intent with a scripted and approved response from your scripting package. Every message sent by Drips is preapproved by the client during campaign design. This approach makes Drips the preferred choice for major enterprises that take compliance seriously in the most heavily regulated industries.

### **We're worried about Opt-outs.**

Drips has multiple ways that we minimize global opt-outs based on the use case. There are two ways Drips helps minimize global opt-outs in favor of narrower opt-outs. First, Drips can leverage the one-time opt-out confirmation message allowed by FCC rules to ask

consumers if they intended to opt out globally. If consumers indicate they still want certain outreach, Drips can capture a partial opt-out. Second Drips can recognize when conversations are ready to end – either because the consumer already completed the desired outcome or because it becomes clear they aren't a good fit to continue. At that point Drips closes out the conversation.