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 - Field Sales Engineer UCaaS, CCaaS

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?