

## CASE STUDY

vivint.SmartHome

## Turning Stalled Leads Into Inbound Calls

## THE RESULTS

Aktify unlocked a new revenue channel for Vivint Smart Home.

67,834

New Inbound Calls

34.0%

Response Rate

7.2%

Transfer Rate

\$25.5 M

Net New Revenue

\*Data from a set period of time: 7/1/20 - 6/30/21



## OVERVIEW

Vivint Smart Home is a leading provider of smart home services in North America. Its integrated system includes in-home consultation, professional installation, and 24-7 monitoring. Vivint serves more than one million customers throughout the U.S. and Canada.

## THE OPPORTUNITY

Vivint generates thousands of leads every month. The company utilizes phone call centers to close deals. Sales reps focus their time on fresh, inbound leads because follow-up activities are tedious. As fresh leads come in, the older leads stall out and go to waste.



## THE SOLUTION

## Reviving stalled leads with an AI-powered, virtual sales agent.

Aktify turns Vivint's stalled leads into inbound calls. The AI-driven texting platform makes multiple outreach attempts and nurtures cold leads back to life. Aktify's primary goal is to initiate inbound phone calls. Sales reps do not need to alter their methods. They receive the phone calls as new incoming leads.

(actual text thread)



Hi John, this is Monica again. Are you still interested in smart home options?

Hi Monica. Yeah it probably wouldn't hurt to have a chat.

Great, I will give you a call at 3PM.

I called for our appointment, but you weren't available. Want to just call me back, or what time works best for you?

I've been really busy catching up on emails cuz I spent a week in the hospital. So sorry I haven't been answering calls.

I'll give you a call next week.

Ok sounds good thank you!

I tried calling again. Can we schedule another time?

Oh weird I guess I had my phone on do not disturb.

I can talk now.

Perfect! Calling now...



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Aktify extracts value out of leads that have fallen through the cracks. Their campaign consistently generates economical customer acquisitions for Vivint.”

-Sr Affiliate Program Manager

vivint.SmartHome®