INVOCA

Signal AI

Take the guesswork out of measuring and attributing call conversions.

00:01:33

Chicago, IL

Interested in Loan

High Income Home Owner

✓ high-intent prospect
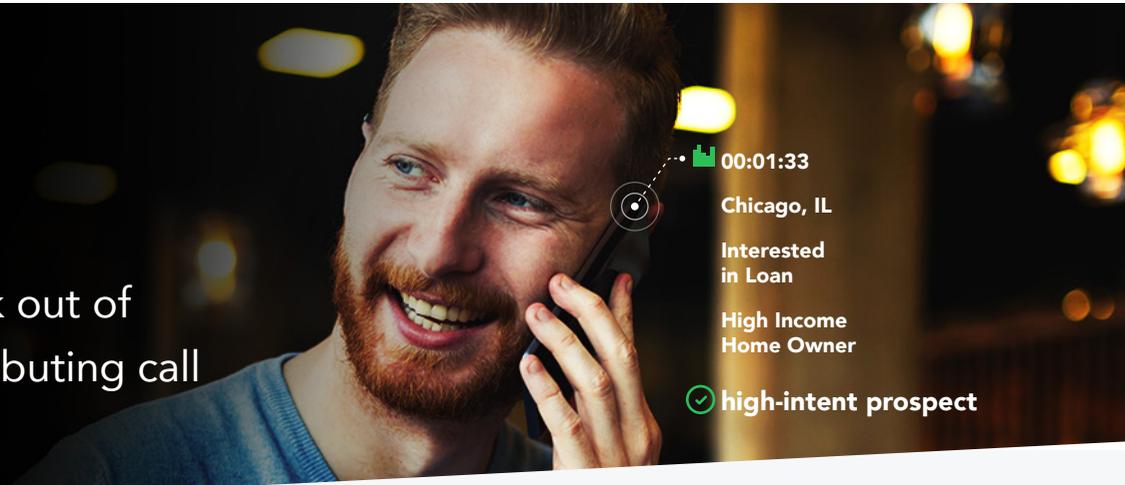
You expect to measure and attribute online conversions. Why wouldn't you demand the same for phone calls?

Phone conversations are the ultimate source of first-party data for businesses that rely on inbound calls to drive sales. But due to the sheer volume of inbound calls, data silos between marketing and the contact center, or the expense and inconsistency of manual call classification, most marketers aren't equipped to quickly and accurately measure and attribute conversions.

This means that you're losing out on opportunities to optimize your campaigns to drive revenue. **Until Now.**

You identify buying signals and outcomes. Signal AI does the rest.

STEP 1

Identify the call outcomes you want to measure.

- ✓ Prospect Calling?
- ✓ Application Complete?
- ✓ Claim Filed?
- ✓ Quote Inquiry?
- ✓ Policy Purchased?

STEP 2

Signal AI analyzes previous calls to understand caller intent signals, and builds a custom predictive model.

"...I need your home address…"

"...know the price for insurance..."

"..like to get a quote..."

STEP 4

Invoca pushes these conversions to your preferred marketing platforms, so you can optimize spend, segment audiences, and drive revenue.

- ✓ Prospect Calling?
- ✓ Claim Filed?
- ✓ Application Complete?
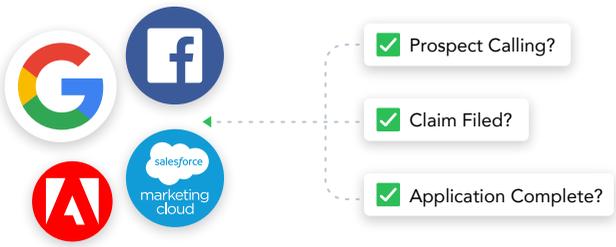
STEP 3

This model is applied against live calls to measure outcomes in real-time.

- Policy Purchased? ✕
- Application Complete? ✓
- Prospect Calling? ✓

Two flavors of AI to choose from:

PRE-TRAINED AI MODELS

With pre-trained models, marketers can take advantage of more than 20 out-of-the-box call outcomes specific to a range of industries, requiring only seconds of set-up.

Ideal for marketers who:

- ✓ Want to get started quickly
- ✓ Have straightforward conversion measurement needs
- ✓ Have limited call data or team resources

AUTOMOTIVE	HOME SERVICES	INSURANCE
TECHNOLOGY	LENDING	GENERAL

CUSTOM AI MODELS

Custom predictive models can also be trained using your business's call recordings, to establish conversion outcomes tailored to your unique needs.

Ideal for marketers who:

- ✓ Want the highest accuracy conversion measurement
- ✓ Have a deep understanding of which outcomes are relevant to their business
- ✓ Have a high volume of call recordings with key outcomes identified

COLLECT TRAINING DATA	CONVERT SPEECH TO TEXT	TRAIN PREDICTIVE CLASSIFIERS
VALIDATE AND TEST	PROVIDE FEEDBACK & REFINE	

Recognized Leadership in AI
Invoca is a recognized industry leader in using speech analytics to deliver marketing insight. Invoca was was the only call tracking solution included in the report, The Forrester New Wave™: AI-Fueled Speech Analytics Providers, Q2 2018, having received an overall Strong Performer rating and the top scores possible for real-time speech analytics, business insights, and product roadmap criteria.

FORRESTER   **CB INSIGHTS ai.100** 2018   AI SPEAKTHROUGH AWARDS

100% Enterprise Compliant
Invoca is fully PCI and HIPAA compliant. Signal AI has analyzed millions of phone conversations across multiple industries, including banking and healthcare, and our methodology for measuring conversions is performed with the strictest level of data governance. Data is anonymized at each step of the model training and application process.

PCI Security Standards Council   **HIPAA**

Learn more: Invoca.com/**SignalAI**

(855) 757-2481