

CMO SEAN CAHAN

...on why he uses Verse to engage and qualify leads.



"we know that all of our leads are being taken care of and we don't have to worry about it"

PAIN POINTS & OBJECTIVES

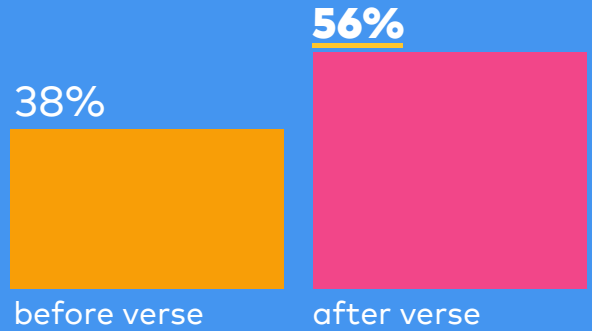
Before Verse.io, we didn't have time to handle all of the leads that were coming in. At best, it took us 3 hours to respond to leads, and only during business hours. All after hour leads were ignored until the next morning. We were missing out on so many opportunities and were unable to provide all prospects with the time, attention, and expertise we're known for.

WHY VERSE

After looking into various lead engagement platforms, Verse.io was a no-brainer. By coupling cutting-edge technology with human interaction, they support and uphold the same client-first mentality that we do. They also integrated seamlessly with our CRM and our post-conversion workflows. In addition to saving our team hundreds of hours in mindless cold-calling, they truly have taken the headache out of follow-up.

IMPACT OF CONVERSATIONS

Engagement rates

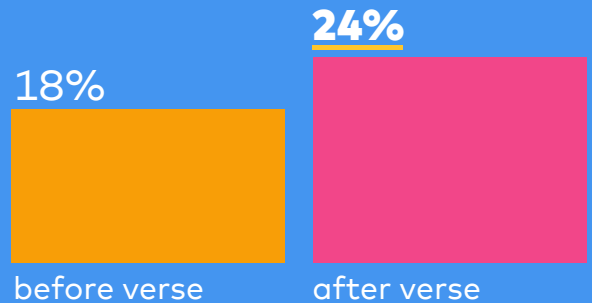


47% more leads **ENGAGED**

TOTAL PROSPECTS
handled

6,000+

New applications from cold leads



33% more **APPLICANTS**