

AI Assist Brings Artificial Intelligence to Finance via Lending and Mortgage Industries

AI Assist offering state-of-the-art Conversica AI Sales Assistant to financial services as a licensed reseller

NEW YORK, NY. – March 6, 2017 – [AI Assist](#), Conversica’s partner for the finance vertical market, today announced its launch into financial services. The company will be selling the [Conversica® AI Sales Assistant](#) to alternative finance companies, merchant cash advance lenders and brokers, mortgage lenders and brokers, merchant processors, equipment leasers, debt consolidators and student loan providers.

The solution acts as an artificial intelligence-powered virtual sales assistant that presents itself as a member of the customer’s human sales team to automate routine business conversations like contacting and qualifying sales leads. Leveraging learnings from over 200 million human sales interactions over seven years to autonomously read, understand and respond to incoming messages within minutes, the technology maximizes lead engagement to create cross-selling opportunities within existing customers and improve customer engagement while keeping the human sales team updated every step of the way.

“Selling loans, merchant cash advances, mortgages and other financial products requires consistent follow-up, since many applicants will complete the funding application but then later change their minds, fail to qualify, or secure funding elsewhere,” said Roman Vinfield, President of AI Assist and Assure Funding. “Those leads are still viable prospects, but can be difficult to reengage. Working with Conversica helps finance companies put these prospects back into the funnel to reengage them and really move the needle while using just one person.”

AI Assist is already working with alternative lending companies like Yellowstone, Assure Funding and Strategic Funding Source to engage leads and sell MCAs and loans to small businesses. Assure Funding saw a 62 percent jump in completed loan application and now 42 percent of deals are driven in some part by Conversica. The company is working on acquiring customers within the mortgage industry where it hopes to help mortgage lenders and brokers follow up with customers during the sales process

“With more than 1,000 customers and over 16,000 active users, Conversica has seen exceptional market momentum in the automotive, technology, hospitality, and real estate industries,” said Erroin Martin, Vice President of Sales at Conversica.

“Expanding into financial services is a natural next step, and we can’t think of a better partner than A.I. Assist.”

About A.I. Assist

About Conversica

Conversica is the leader in AI-powered business conversations and the only provider of AI-driven lead engagement software for marketing and sales organizations. The

flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying and following up with leads via natural, two-way email conversations. Conversica is used by more than 16,000 salespeople worldwide to optimize sales team productivity. Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, Calif.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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