

Continue conversation with AI

With Genesy AI, you can create AI-driven campaigns that automatically continue conversations with your leads based on their responses. Here's a step-by-step guide to help you use AI to keep the conversation going in your campaigns:

Step 1: Set Up an AI Campaign

- **Go to the AI Playbook:**
- Navigate to the *AI Playbook* section from the left sidebar of the Genesy dashboard.
- **Create or Adjust AI Campaigns:**
- Under *AI Campaigns*, you will find pre-built AI campaign templates such as:
- **Genesy AI SDR:** For sales-focused messaging.
- **Genesy AI Recruiter:** For recruitment-focused messaging.
- You can **adjust these templates** or create your own from scratch.
- **Personalize the Campaign Prompt:**
- To make the conversation flow naturally, adjust the prompt by adding relevant details based on your target leads' information. For example, tailor the prompts to address common pain points or interests.

Step 2: Automate the Conversation Flow

Once your campaign is set, Genesy AI will take over the conversation based on the prompts you've programmed:

- **Reply to Lead Responses:**
- After your lead replies to the first message, Genesy's AI will automatically use the next message in the sequence.
- The AI crafts a reply based on the predefined prompts and continues the conversation without your intervention.
- **Monitor the Conversation:**

- You can check the conversation progress in the *Inbox* tab where all incoming and outgoing messages from the campaign are stored. AI replies will automatically appear here when a lead responds.