

# How IHS Markit Drives Revenue Opportunities with Intelligent Virtual Assistants



IHS Markit®

## Customer

IHS Markit, a leading information services firm

## Challenge

- Sales team capacity
- Generating more inquiries than people could follow up with
- Customer retention and expansion

## Conversica Solutions

- Conversica Sales AI Assistant
- Conversica Customer Success AI Assistant

## Intelligent Virtual Assistant Personas

- Taylor Jones (Customer Success AI Assistant)
- Harper Jones (Sales AI Assistant)
- Alex Jones (Sales AI Assistant)

## Conversica Assists

- Unlimited scalability in an affordable manner
- A great return on investment
- A manageable way to handle high lead volume
- Eloqua integration
- 44% engagement rate
- 39x ROI multiplier

## Generating More Inquiries Than They Could Handle

IHS Markit is a \$5-billion information services firm covering some key markets including financial services, automotive and energy. The company has roughly 16,000 people and 150 offices around the world dedicated to helping their customers make better and more informed decisions by leveraging IHS Markit's products and services.

IHS Markit prides itself on the quality of its data to inform these decisions. But even more than that, the company's power to benefit its customers comes from its 600 analysts who work together to synthesize information and drive customers towards the best possible outcomes.

"Our experts collaborate with each other across regions and industries to provide a unique perspective on macroeconomic and industry events," says Byron O'Dell, Head of Corporate Marketing and Executive Director at IHS Markit. "This consistency of approach and methodology delivers tremendous insight and expertise to set us apart from our competitors."

Because of the work they do, IHS Markit is often cited in the media. This level of exposure generates significant interest in their information services and drives organic traffic to their website. Couple this with IHS Markit's marketing efforts such as virtual events, webinars, search campaigns, email outreach, and content creation, and you begin to see the extremely high level of interest the firm generates every year.

"We have shifted our in-person events to virtual events this year," says O'Dell. "IHS Markit as a business will do over a thousand online events this year."

**"We are making rapid and thorough first contact, and we are doing it at scale."**

**Byron O'Dell**

Head of Corporate Marketing and Executive Director, IHS Markit

## Sales AI Assistant Skills



**ENGAGE**  
Demand



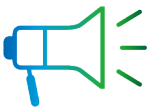
**ACTIVATE**  
Unresponsive Demand



**REACTIVATE**  
Dormant Demand



**WIN BACK**  
Former Customers



**POST-EVENT**  
Engagement



**ACCELERATE**  
Open Opportunities



**CULTIVATE**  
Early Interest

While generating high levels of interest is a good thing, it's a significant challenge for the company to elevate leads fitting its ideal customer profiles or identify sales-ready leads.

"In order to maintain the best relationship with our Sales teams, we need to continue to provide high-quality leads," says O'Dell. "Each business [within IHS Markit] has a slightly different approach, but generally we are using automation to score those leads while also using Conversica to further qualify those leads."

IHS Markit adopted a Conversica Sales AI Assistant two-and-a-half years ago to help determine which leads really were ready to talk to a Salesperson. Conversica's Intelligent Virtual Assistants go beyond traditional lead scoring—which is simply an estimate of how likely a lead is to convert based on their digital body language—by directly asking contacts "are you interested?" at scale. Conversica's IVAs are able to provide current interest directly from your leads alongside current and best contact information and their desired time to connect.

Intelligent Virtual Assistants are AI-powered, SaaS-based software applications that serve as a virtual team member and autonomously engage contacts like prospects, customers, and partners in human-like, two-way interactions at scale to drive towards the next best action in accelerating revenue; whether that's scheduling a sales meeting, booking a demo, or proposing a cross-sell or upsell to a successful customer.

**As a result of Conversica, we've been able to touch nearly every inquiry that comes into the business with an IVA. And that's uncovering incremental, high-quality leads to support the Sales team," says O'Dell. "We are making rapid and thorough first contact, and we are doing it at scale."**

**Byron O'Dell**

Head of Corporate Marketing and Executive Director, IHS Markit

## IHS Markit Expansive Use of Intelligent Virtual Assistants from Conversica

IHS Markit's primary goal in hiring an Intelligent Virtual Assistant in 2018 was to accelerate hot leads at each stage of the funnel. While IHS Markit generates lots of interested inquiries, only some of those characterize leads that the organization hopes to convert into opportunities.

"Due to our overall marketing efforts, we were generating more inquiries than we had the capacity to follow up with humans. To manage this capacity, we historically had very high definitions of what qualifies as a lead ready for Sales," says O'Dell.

## Customer Success AI Assistant Skills



### UPSELL and CROSS-SELL Customers



### RENEW Existing Customers



### DRIVE Customer Health



### COLLECT Customer Feedback

IHS Markit took a cautious approach when adopting an Intelligent Virtual Assistant, hoping to test their assumptions that an IVA could alleviate capacity issues without adding headcount. The results of this initial engagement proved that they could handle more inquiries with an automated touch while also elevating hot leads and handraisers for their Sales teams.

“As a result of Conversica, we’ve been able to touch nearly every inquiry that comes into the business with an IVA. And that’s uncovering incremental, high-quality leads to support the Sales team,” says O’Dell. “We are making rapid and thorough first contact, and we are doing it at scale.”

O’Dell says there’s always a concern from teams when bringing on new technologies. But once the Sales team saw the Sales AI Assistant in action, they really appreciated the extra layer of lead qualification.

Fast forward to the present day, IHS Markit uses its Sales AI Assistants to engage brand new prospects while its recently hired Customer Success AI Assistants drive customer health and help expand current relationships via upselling and cross-selling opportunities.

The Customer Success AI Assistant is a net win for the teams within IHS Markit as it helps them save time and energy engaging with their accounts by autonomously motivating renewal meetings and quarterly business reviews with their customers.





## What's Next for IHS Markit and Conversica?

IHS Markit currently employs three IVAs to assist its Sales and Marketing efforts and three IVAs to cater to the needs of its Customer Success teams. The information services firm is considering hiring an additional Intelligent Virtual Assistant to assist in collecting payment via polite and personalized communications at scale.

### About Conversica

Conversica is the pioneer and leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Reaching out to over 100 million people on behalf of thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform with nearly a billion interactions, integrating natural language understanding (NLU), natural language generation (NLG), business process automation and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

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