**Call Scripts:**

Hi {Prospect’s name}, this is {X}from Automation Anywhere… I hope I didn’t catch you at a bad time?

I am reaching out to you because I thought as the Digital Strategy Leader you would know more about the RPA implementation initiative at {AXA}

OR you would know more about the initiatives to implement Digital Workforce at AXA!

Banking organizations and financial institutes have been early adaptors of Digital Workforce for various processes like Mortgage processing, KYC, Accounts payable. Is AXA already in the process of evaluating RPA?

(Prospect: No/ not that I am aware of)

I see… we are working with banks like HSBC, Santander and ANZ …. and these customers have seen significant financial recurring value in less than 15 days, I am certain we can help your bank derive similar value……

So, I wanted to invite you for a call to introduce Digital Workforce and Automation Anywhere. Also, showcase what your peers are using us for…..

(If the prospect is not ready for a call)

Alright, I will drop you an email with a brochure and a few case studies from our customers. You can always reach out to me with questions.

 Thank you for your time. Have a great day!

(Prospect: I am not the right person)

No worries, could you refer me to some in your organization who would be interested to drive this initiative?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For Inbound: (Usually, we just introduce ourselves and remind them about their interaction on the website, the prospect then opens up about the requirements

Hi {Prospect’s name}, this is {X} from Automation Anywhere. Hope I didn’t catch you at a bad time?

I see that you had requested for a demo, I would like to understand what processes you are looking to automate and schedule a call demo for you with one of our experts.

[Use attached doc to qualify the lead]

Defining Next Step: great looks like Automation Anywhere will be a right fit for your requirements, let me schedule a call with my expert, who will walk you through the product demo and discuss how your organization can benefit from AA.

**IQ Bot Scripts**

IQ Bot Positioning

This section is not for public use, it’s for internal understanding. You may base your arguments on these data points, but please, don’t send then to prospects/partners and customers.

Business Problem

Thirty years after the introduction of document extraction using OCR, less than 20% of the document processing has been automated. Users still spend hundreds of thousands of hours on entering data manually from documents into business systems. The primary reason is the complexity of traditional capture solutions, which require changes to existing processes as well as expensive, slow and complex setup and maintenance.

Unique Value Proposition

IQ Bot is the only native AI solution that can be easily set up and used by business users to automatically read and process a variety of complex documents faster.

Support

IQ Bot is the only document processing solution that:

* Can auto-group similar documents and auto-create AI models to read and extract data, which cuts down setup time by 80%.
* Does not require trained experts for setup and maintenance.
* Can continuously improve by learning from business user corrections through machine learning.
* Is fully integrated with RPA eliminating the need for complex and expensive changes to existing processes.
* Supports wide variety of document types.

Business Benefits

* 5-10x faster setup
* Up to 70%+ STP within first 4-6 weeks and up to 30% of additional STP increase in the next 3 months
* No special training and technical skills required
* No changes to existing processes and workflow required

Proof Points/Validation (not public references)

* NetApp replaced Kofax with IQ Bot because of 5x faster setup, easier troubleshooting resulting in 300% ROI within 6 months.
* Thousands of IQ Bot free trial users are able to use IQ Bot with no training.
* World Bank was able to automate 5 different case requests without need to change existing processes.
* British Petroleum (BP) phasing out OpenText with IQ Bot for improved accuracy, native machine learning capabilities and high accuracy rates (>50%)

How does it work?

* Recognize: Computer Vision
* Understand: Natural Language Processing
* Enrich: Fuzzy Logic
* Improve: Machine Learning

Processes that IQ Bot excels in

* Invoices
* Mortgage Application
* Insurance Claims
* Contracts
* Purchase orders

Probing Questions for IQ Bot

 The following questions fall into cycle only after a brief discussion on the RPA requirements.

* Does the process include documents? Is there a need to extract data from documents, while running the process?
* As the part of Digital Workforce platform, we also offer a cognitive solution for reading documents and extracting data. For example, it can read digital or scanned invoices, extract valuable data and automatically enter it to ERP. Would you like to learn more?
* Do you deal with documents? (Depending on the company we may ask about financial documents, medical documents, insurance claims, invoices, etc.)
* Do you deal with paper or scanned documents as a part of the process?
* Are you looking for automating document-centric processes end-to-end, including data capture from documents?
* Do you consider OCR solutions for processing documents? Like ABBYY or Kofax?

IQ Bot MQL Qualification Questions

If prospect expresses potential interest in IQ Bot, please ask those questions to qualify lead as IQ Bot MQL. Answers for the following questions are required for each IQ Bot MQL.

* Which document types do you plan to process?
* How many documents per month (year)?
* How do you receive those documents? In which formats?
* What data you want to extract? How do you plan to use this data?

**--------------------------------------------------------------------------------------------------------------------------------------------------------------------**

**Email Scripts**

Hi

I work with organizations like [Company’s name] to help them deploy, manage and audit their Digital Workforce through a highly intuitive RPA central command center, on-premise or on the cloud.

Only [Automation Anywhere](mailto:https://www.automationanywhere.com/solutions/lifesciences) *(insert the link to specific industry page)* enterprise combines consumer-like usability with enterprise-class reliability, and bank-grade security for RPA that empowers your workforce to automate on their own, in real time. We have been in the industry for over 15 years and work with over 2800+ enterprise customers worldwide.

I would love an opportunity to discuss how implementing Automation Anywhere for your manual, mundane & repetitive processes can:

* Lower operating costs.
* Bring error rate to zero
* Increase business agility and ROI

Are you available for a quick call sometime this week?

Thank you in advance!

Best,

**Post Event follow up emails:**

First Set: Alternative emails to events

**Day 1 email:**

Hi ,

Thank you for being a part of [Event Name] at [Location]

[OR]

Thank you for dropping by our booth at [Event Name, location].

I hope you found the session informative. Automation Anywhere can help your organization transform into a digital enterprise with the help of intelligent digital workforce that comprises of RPA, AI and Analytics.

Attached is an interesting e-book that talks about 7 predictions for the 2019 RPA market.

As a next step I would like to schedule a personalized demo for you and your team and discuss how we can help you automate processes within your organization.

Are you available for a call sometime tomorrow or later this week?

Best,

**2nd follow up email** (personalized as per industry)

**[Healthcare]**

Hi

I am not sure if you had a chance to go through my previous email. I also tried calling you but could not connect.

The business of healthcare isn’t just about being efficient. Healthcare organization are focused on improving health, lowering cost, and providing better access & care for patients. With our secure, scalable and reliable Digital Workforce you access, process and retrieve data to make better decisions for your patients.

* Engage effectively with patients
* Reduce compliance risk
* Analyze critical healthcare data

See what other Healthcare customers have to say about us- [Healthcare case study](mailto:Healthcare%20case%20study)

We would like to share how your peers in the industries are leveraging Automation Anywhere to automate their business processes. How does your calendar look for a brief call this week?

**[Government]**

Hi,

I am not sure if you had a chance to go through my previous email. I also tried calling you but could not connect.

Government agencies today are increasingly facing challenges of handling high volumes of data and documents that involve a lot of manual effort. Robotic Process Automation can provide federal agencies with the flexibility to operate efficiently with limited time and resources.

With RPA from [Automation Anywhere](https://www.automationanywhere.com/in/solutions/publicsector), government agencies can create a scalable, secure, and reliable digital workforce that will:

* Process large volumes of data with 100% accuracy
* Declutter process complexities and redundancy
* Leverage real-time analytics to meet growing expectations.

We would like to share how other federal agencies like Australia Post, Water Corporation of Western Australia and Access Canberra are leveraging Automation Anywhere's RPA to automate their thousands of daily transactions with the reduced operating cost.

What would be a good time to connect for a call sometime tomorrow or early next week?

**[Banking]**

Hi

I am not sure if you had a chance to go through my previous email. I also tried calling you but could not connect.

Banks and financial institute today are battling the tough competition, workflow disconnects, and erroneous reporting. They require an efficient way to manage operational challenges and compliance.

Robotic Process Automation (RPA) can optimize the use of data to keep up with customer expectations and improve the efficiency of internal operations in this competitive market. It can help you connect legacy systems, automate repetitive tasks, and tap into disparate data sources to gain more insight about your financial services customers.

With RPA from [Automation Anywhere](https://www.automationanywhere.com/in/solutions/publicsector), banks can create a scalable, a secure, and reliable digital workforce that will:

·         Improve efficiency

·         Reduce fraud

·         Reinforce compliance

We have helped banks like ANZ to automate their day to day processes like Account reconciliations, KYC, Fraud detection, Risk and compliance reporting, credit card approval, Mortgage and many more. We would like to have a brief call with you to walk you through the product demo and discuss how we can help [Company name] to automate their back-office processes.

When would be a good time to connect for a call this week?

Here is a customer case study for your reference.

Best,

**[Manufacturing]**

Hi,

I am not sure if you had a chance to go through my previous email. I also tried calling you but could not connect.

Growth, quality and efficiency are the core strategies for manufacturing organizations. With Robotic Process Automation manufacturers can evolve production processes and business functions to improve operations, increase profitability, and provide labour relief.

Automation Anywhere has worked with companies like Bosch, BAE Systems, South32 Australia to get products to consumers faster by automating the lengthy approval process, offering real-time insight into the bot and business performances, and the ability to scale quickly by bridging legacy systems with new technology.

Checkout what our customers have to say about us- [case study.](mailto:case%20study.)

We would like to have a brief call with you to walk you through the product demo and discuss how we can help [Company name] to automate their manual processes.

When would be a good time to connect for a call this week?

Best,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Demo Emails**

**Day 1**

Hi [First Name],

I noticed you requested a demo of our product, and I tried reaching you to help with this, but have been unable to connect.

Automation Anywhere is the market leader in providing digital workforce platforms for global enterprises like yours, making work more human, by automating business processes and liberating people.

[**Watch a short video**](https://www.youtube.com/embed/6FAiGiZqJv8?rel=0) on how our unique, cognitive, RPA technology can help you automate complete processes end-to-end.

I will call you tomorrow to discuss your requirements.

In the meantime, if you have any questions, please feel free to email me.

Regards,

C:\Users\Isha.Chaudhary\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\E5FD81A7.tmp

**Day 5**

Hi [First Name],

I am not sure if you had a chance to view my earlier email, but over 1000 Enterprise Customers, 70 % of which are Fortune 100, including Comcast, Hess, and General Motors, rely on our digital workforce platform, across 90+ countries.

Take a look at one of our case studies- <Company Name hyperlinked>

How does your calendar look for a call this week?

Regards,

C:\Users\Isha.Chaudhary\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\4C94014D.tmp

**Day 13**

Hi [First Name],

I’m writing to follow up on my last email.

We are in the process of closing files for the month.  I would have loved to speak with you further about Automation Anywhere, but typically when I haven’t heard back from someone it means they are either busy or aren’t interested.

If you aren’t interested, do I have your permission to close your file?   
   
If you are still interested, what do you recommend as a next step?

Regards,

**Contacted Leads Email templates**

**Use Case --***Send after you had a call with a prospect but have not scheduled a meeting time-- They just asked you for some details and case study*

Hi [First Name],

I really enjoyed chatting with you earlier today and learning more about your requirements.

As we discussed, Robotic Process Automation enables you with tools to create your own software robots to automate your {process Name} process.  I’ve included a [case study](https://www.automationanywhere.com/images/casestudy/Case-Study-Synergy.pdf) for your reference, where our customer attests that “*Automation Anywhere helped us achieve significant financial recurring value in less than 15 months.”-*Manager, ICT Strategy and Portfolio at Synergy.

Just let me know if you have any questions and I’d be more than happy to chat again. If not, I look forward to talking again on [date and time].

Regards,

C:\Users\Isha.Chaudhary\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\F21DEDE3.tmp

**Follow up email 1 --***Check in email*

Hi [First Name],

Hope you're doing well!

I wanted to check in and see how things are going. I was hoping that you had a chance to look over the material I passed along and feel ready to evaluate us more in-depth.

Happy to setup a demo for you and your colleagues to better determine if we are a good fit for your requirements. Please let me know your availability.

I appreciate your time and look forward to hearing from you!

Regards,

C:\Users\Isha.Chaudhary\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\60104E9.tmp

**Follow up email 2 --***When prospect asked you to reach in a month’s time or after few months or weeks later*

Hi [Name],

Last we chatted, you requested that I get in touch with you in November. I may be a month early, but I figured it’d be worth checking-in.

Have you given any additional thought to your RPA evaluation? I’d be happy to do a quick review of it on the phone and answer any pending questions.

What does your calendar look like to talk?

Regards,

**Break Up email**

**To be sent before closing the task if no response**

**Subject Line**: Looking forward to aligning down the road!

Hi [First Name],

Many thanks for your interest in Automation Anywhere earlier!

As you know, I’ve tried to contact you a few times, but haven’t managed to reach you. It is my understanding that now is not the right time for you to decide about evaluating or implementing RPA. I do hope that you will continue to visit our website to read our informative whitepapers, blogs, and other materials.

In case you are not the responsible party to discuss these initiatives, please let me know if I should chat with someone else on your team?

If you ever have any questions, please don’t hesitate to reach out to me.  I will be more than happy to hear from you at a time of your convenience. I hope that we can have a fruitful chat in the future!

Thank you in advance!

Regards,