

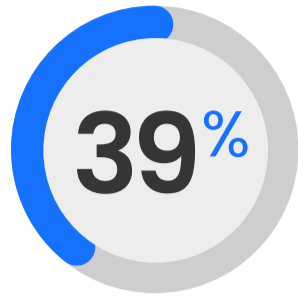


Engage Like a Human

How Drips' AI-Powered Conversations as a Service Helps Enterprises

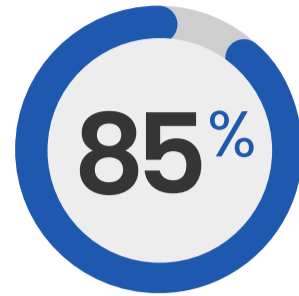


Disqualified by Drips Makes Things Easier



85% of consumers prefer SMS, yet only 39% of businesses are texting.

One of the most prominent challenges that prevents more enterprises from utilizing texting is implementing a compliant disqualification strategy for text campaigns. It's not as simple as including "UNSUBSCRIBE" or "STOP" in a text message. Why?



85% of consumers prefer to receive SMS. (G2)



Hi Andrew, this is MKM insurance following up on the quote you requested. When are you available for a quick call?



{ DQ Case 3 > Disqualified

A Better User Experience



Meet **Lisa**, a regular consumer looking for a better insurance option. She recently requested a quote from MKM Auto Insurance.

See how our system responds to two different versions of Lisa.



Hey we noticed you requested an auto insurance quote. Want to make an appointment to chat?

It was too **ducking** expensive.

{ Typo. ANGRY typo. cost issue > Disqualified.

Thanks for letting us know! You've been removed from our campaign.



Hey we noticed you requested an auto insurance quote. Want to make an appointment to chat?

I don't have that **\$\$\$** right now.

{ cost issue > Additional Financial Options.

We have some other options if you need more financial flexibility.



Drips can help you effectively communicate with your audience, even those who fall under different disqualified categories.

An NLP Model That Learns

Like Lisa's texts, people respond in more ways than companies typically expect. For example, in just 60 days, Drips identified and categorized over **5,000,000 unique ways** a consumer can express they do not want any further communications.

How Companies Think People Respond

No Stop Unsubscribe

How People Actually Respond

Your quote was too expensive so I'm looking into other insurance options right now.

Not interested

stahppp

NOOO!

Take me off your list

I'm 12

go away

Out for dinner. Try me tomorrow morning.

Need to speak to my spouse about this. Will get back to you when we're ready.

Not now

Remove me from your call/text list.

Not Lisa

x 1000!

Over the years, Drips has built out a system with more than **1.5 billion conversations** and **3.5 billion touchpoints**. We hold ourselves to a **98.5% confidence score or above**. And when the NLP gets stumped, our trainers take care of things and educate our system.

98.5% confidence score or above



Disqualified by Drips

SMS is a valuable outreach tool, and compliance worries shouldn't stop you from using SMS to its full potential. Learn more about how Disqualified by Drips works to help you send SMS with compliance best practices in mind.

Learn More

