





# TURN EVERY WEBSITE VISITOR INTO A QUALIFIED LEAD

Convert more website visitors into qualified leads with an intelligent virtual assistant that engages prospects 24/7. This isn't a simple FAQ bot—it's a sophisticated conversation engine that qualifies leads, books appointments, and provides personalized assistance while seamlessly integrating with your sales process.

#### What It Does (Core Capabilities)

#### 1. Intelligent Conversation Flow

- Natural dialogue adapting to visitor intent
- Behavioral pattern recognition for personalized responses
- Context retention throughout entire conversation sessions
- Smart escalation when human intervention

#### 2. Lead Qualification Engine

- Asks strategic questions identifying sales-ready prospects
- · Scores visitors based on engagement patterns
- Routes qualified leads to appropriate team members
- Captures contact information through natural conversation

#### 3. Seamless Appointment Booking

- · Direct integration with calendar systems instantly
- Real-time availability checking and confirmation
- Automated reminder sequences reducing no-shows
- · Handles rescheduling requests automatically

#### 4. Knowledge Base Integration

- Provides accurate answers from company repository
- · Updates responses based on latest information
- · Learns from interactions improving over time
- · Maintains brand voice consistency

#### optional Add-ons

#### 1. Multi-Language Support

Spanish included, additional languages available

#### 2. Advanced Lead Scoring and Routing

 Predictive models identifying highest-value prospects

#### 3. Integration with Live Chat Handoff

Seamless transition to human agents

#### 4. Custom Industry Workflows

Specialized conversation flows for your market

#### 5. Detailed Analytics and Conversion Tracking

Complete visitor behavior and conversion analysis





#### PRICING SNAPSHOT (TYPICAL RANGE)

#### Al Chatbots - Website

## Starting At

Development: \$1,500–3,500

Monthly Retainer: \$600–900

# \*With CRM Integration

# Starting At

Development: \$1,500-2,000

Monthly Retainer: \$750–1,250

Reduce support ticket volume & Increase website conversion rates by 25-40%





### WHY IT MATTERS

24/7 Lead Capture: Never miss a prospect, even during off-hours

Higher Conversion Rates: Immediate engagement increases conversion by 30-50%

Reduced Support Load: Handles routine questions automatically

# Ideal For:

Professional service firms

SaaS companies

E-commerce businesses

Companies with significant website traffic



# CRAFI DIGITAL



