



# How to up the game for your lead gen call center with **Voice Tech**



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# 01 Meet Dasha, your favorite call center agent



## Ever wonder how your life would change if you did not have to rely on offshore call centers for lead generation?

Dasha is a human-like conversational AI. The Dasha platform is used to automate repetitive voice conversations. Most customers use Dasha AI Platform to automate conversations that happen over the phone.

Think of it like this. Dasha speaks to a person on the other end of the line. Dasha understands what the person is saying and/or asking of her. Dasha makes a decision based on the words of the person on the phone and generates a logical voice reply to that question.

Unlike a human, Dasha can:

- conduct an **unlimited** number of conversations at the same time
- always remain calm and patient, never rude
- take information down properly and report without error
- work without off days and without emotion
- always deliver a stable level of customer service

Unlike legacy voice platforms, Dasha can:

- truly sound like a human
- fully understand the context of the conversation and communicate like a human would
- go on tangents
- reply without any delay
- pass the [Turing test](#) (the test of human-likeness)

# 02 Problems of telephone lead generation

Your customers need leads. That's what they pay you for. **You** need leads for crying out loud!

But getting those leads is hard work.

Here is what hurts.

## Lead qualification

Your customers want the lead to be qualified. They want them to explicitly agree to be contacted. And they want the call recordings to prove it.

## Bad lead generation

Onshore lead gen is expensive and would destroy your margins. Offshore lead generation is inexpensive. But it has a load of problems:

**Accents.** The target contacts are more likely to say no to a heavily accented speech.

**Unaccountability.** If you've ever worked with offshore outsourcers, you know how unlikely you are to get a straight answer much of the time.

# 02 Problems of telephone lead generation

**Untrustworthiness.** A lot of offshore lead suppliers rely on the assumption that the buyer will not check every single one of their calls. Here are the deceitful tactics offshore call centers may use:

- They may speak to the wrong person, not the target contact. And they may get a “yes” of approval from this person... And pass it on as a qualified lead.
- They may not get a “yes” from the target contact but not *the* “yes”. The goal may be to get the target to agree to signing up for a webinar. The offshore agent may instead ask a question like “Have you participated in webinars in the past,” the target will say “yes” and later in the conversation will decline the webinar sign up. The offshore call center managers will still pass this on as a qualified lead.
- There are known cases of offshore call centers straight up splicing audio recordings to make it sound as if the target contact agreed to whatever the goal of the conversation was, even though they did not.



# 03 How Dasha can solve your leadgen problems

**What if you could feed a list of contacts to an artificial intelligence bot that sounds and converses exactly like a human?**

**What if this bot could not lie because it is an algorithm? What if this bot went through rigorous QA and every successfully generated lead got Quality Controlled?**

You'd have Dasha AI.

For Lead generation, Dasha AI can run calls on scripts of any complexity.

Here is how Dasha is already generating leads for your competitors:

1. Getting the target contact to sign up for webinars
2. Getting the target contact to opt in for free marketing materials
3. Getting appointments set up and/or transferring the target contact to a live SDR

...And whatever else you can think of.

# 04 How to get started automating



Working with Dasha AI is not complicated. Most of our clients use our technology in one of three ways:

- Use internal developer resources to build AI apps on Dasha AI Platform
- Use an integration partner to build AI apps on Dasha AI Platform
- Use readily available AI apps through a partner reseller

In order to figure out which one of these approaches is the best fit for you – please [schedule a call](#) with an automation expert.

Our partners have built powerful lead-generating AI models on our platform and working through them will be a breeze for you. These are some of the country's leading agencies. Let's take a look at what you're after and if your model is readily available, we can get you generating leads in as little as 1-2 weeks.

# dasha

Artificial Intelligence

<https://dasha.ai>