CASE STUDY:

How We Transformed Cla-Val's Lead Generation and Customer Support with AI-Powered Chatbot Technology

A customer's journey starts long before they purchase—and it doesn't end after the sale. At MAC, we treat every customer interaction as an opportunity to build trust and loyalty.

That's why Cla-Val turned to us when looking for a way to improve their customer experience. As a world leader in automatic control valves, Cla-Val needed a way to provide better information and support to customers who visit their website.

Leveraging cutting-edge AI technology and a data-driven approach, MAC helped Cla-Val reimagine customer interactions with Marketo Dynamic Chat. Our solution was more than your average chatbot—it enhanced real-time support and turbocharged their lead generation process.
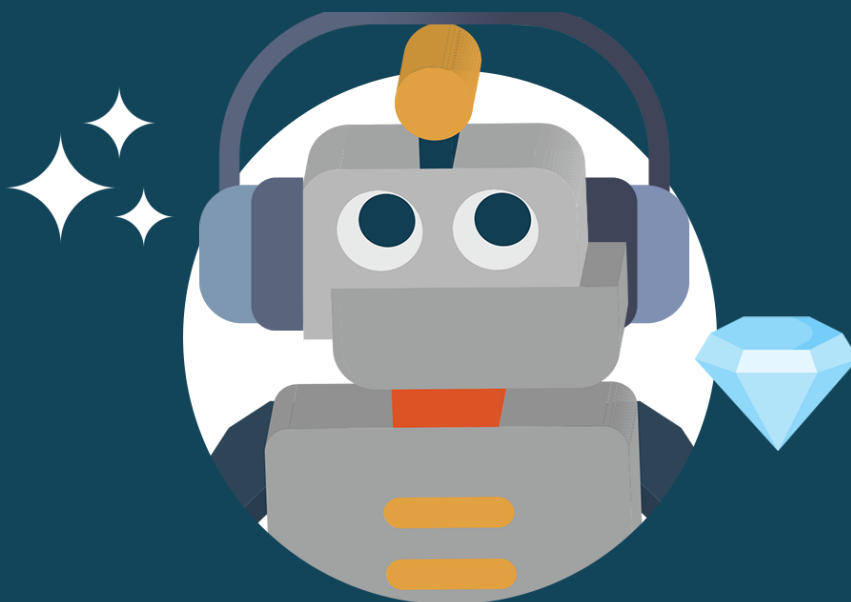
Read on to discover how MAC's expertise in AI and personalized automation is charting a bright path for Cla-Val's future in an increasingly digital world.

The Challenge

Cla-Val grappled with several intertwined challenges in digital customer engagement. The company had three central goals:

- **Improved Customer Engagement**: Cla-Val strove to give their clients real-time support and assistance to elevate the overall customer journey. They knew a lack of immediate support could lead to missed business opportunities and a dip in customer satisfaction.

- **Enhanced Lead Generation**: Cla-Val wanted to actively engage website visitors, offering them valuable content and support to acquire their contact information. They knew that ineffective lead capture techniques would be a stumbling block for their sales pipeline and future growth prospects.

- **Automated Alerts**: Cla-Val wanted to implement an autoresponder alert campaign to make their internal communication and sales processes more efficient. The solution would contain automated alerts that trigger based on the various paths a visitor might take.

To Cla-Val, these goals all sounded achievable—but the real challenge was to weave these objectives into a single, unified strategy. They also needed to do this without causing any ripples in their existing operations or compromising quality.

The Solution

Cla-Val joined forces with MAC to develop and implement the logic and processes for the automated solution. We chose to use Marketo Dynamic Chat because its robust personalization and automation capabilities fit the bill for this job.

Our experts configured the backend systems to facilitate seamless, accurate responses in real-time. As a result, Cla-Val's chatbot could provide its customers with helpful, personalized information within seconds of the initial interaction.

Alongside the Dynamic Chat integration, MAC devised an autoresponder campaign to automate sales alerts for Cla-Val's representatives. This strategy provided customers real-time support, enhanced lead capture, and streamlined internal communication.

Our solution also improved internal processes by qualifying leads before referring them to the sales department. As the chatbot managed the qualification process, Cla-Val's sales reps could provide more personalized attention to the leads they were most likely to close. As a result, Cla-Val saw improvement in their conversion rates—and the sales team was able to operate more efficiently.

The chatbot, designed in line with Cla-Val's brand guidelines, offered a personalized journey for each visitor through custom scripts. The finished product was so lifelike that it almost seemed human!

The Outcome

MAC's solution provided Cla-Val with data-driven results that skyrocketed their customer engagement and lead generation efforts.

Using the data from chat interactions, we effectively segmented Cla-Val's prospects and customers based on product interest. This crucial data was relayed directly to sales representatives through a global form embedded in the alert email, facilitating prompt updates or inclusion of new values.

The integration of the AI-powered, personalized chatbot has positively impacted both business growth and customer satisfaction for Cla-Val in the fast-paced digital world. Now, Cla-Val is well-prepared to scale efficiently without concerns over resources.

Ready to Improve Your Customer Interactions with AI?

MAC is excited to help you design and scale an AI-powered chatbot solution that fits your needs. We offer flexible, by-the-hour support designed to give you the help you need when you need it. Our experts will happily work with you every step of the way—from concept and strategy to implementation, maintenance, and optimization.

Get Your Personalized Automated Solution!

Contact US

MARKETING AUTOMATION CANADA