At Relevance AI, we believe the future of human prosperity lies in AI technology. Our mission is to be the home of the modern AI workforce, enabling organizations to create autonomous AI Agents that can perform entire roles previously dependent on humans.

From automating common roles like Business Development or Customer Service reps to specialized roles integrated with proprietary systems, Relevance AI empowers organizations to 'hire' their first AI employees and build their AI workforce.

By leveraging an AI Workforce, organizations can decouple the traditionally linear relationship between business growth and headcount.

Challenges faced by sales teams

🎯 **Soaring expectations** - revenue targets are always increasing, requiring teams to become more productive.

💤 **Time kills all deals** - lead engagement, follow up, and response are often slow and cause abandonment.

📚 **Quality vs Quantity** - forced high activity leads to low quality outreach, and high quality outreach takes too much time.

🏃 **Growing pains** - increasing junior headcount is expensive, takes time, and risks sunk cost when staff churn.

Why hire a BDR AI Agent?

🧠 **Thoughtful and personalized engagement in high volumes**

🌎 **24/7 operation so that no lead or prospect goes cold, even across time zones**

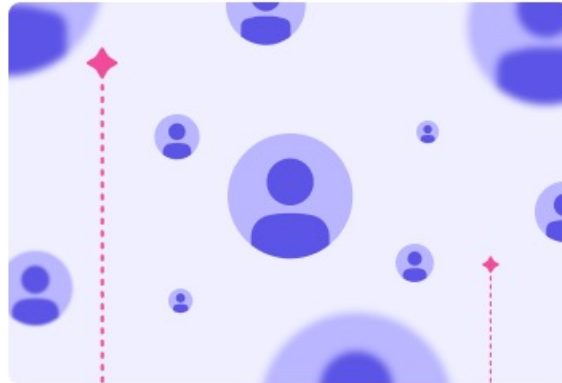📊 **Higher output at a fraction of the cost**

🛫 **Free up sellers to do what they do best - SELL**
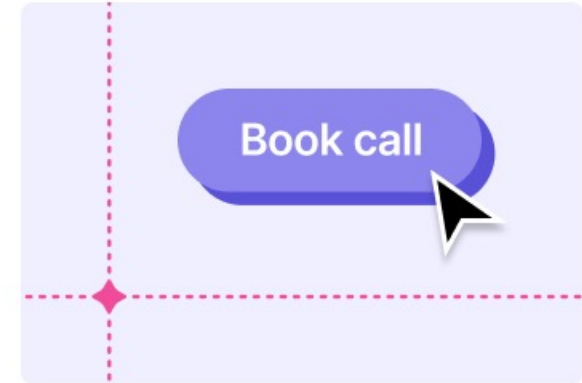
Automating the BDR Function

Outreach
Research prospects and send personalized outreach via email

Engagement
Respond to replies promptly and drive towards a call to action

Action
Convert the prospect by booking a meeting and briefing the salesperson

Outreach

Uses LinkedIn, Google searches, and other sources of information to research prospects.

Predicts pain points and value propositions based on prospect and company profile.

Synthesizes and executes highly personalized outreach.

Input

Output

Name
Hunter

Company
Medix

Prospect

Job Title
Head of Operations and Enablement

LinkedIn Summary
At Medix, Hunter is responsible for overseeing the company's internal operations and enabling employees to work efficiently. This likely involves establishing processes, managing . . .

Company

Company Summary
Medix provides financing options for medical procedures to help patients . . .

Product Summary
Medix offers instant approval payment plans to patients and upfront . . .

Recent News & Events
Raised $10M in funding from AB Capital and reached 6,000 monthly users . . .

Value Proposition

Operational Efficiency and Process Automation: Hunter is responsible for overseeing the company's internal operations and enabling employees. . .

Project Management and Resource Allocation: Hunter's role involves managing projects and allocating resources. RelevanceAI's AI tools can assist in . . .

Collaboration and Team Enablement: Hunter's background in improving internal processes and teamwork at Medix suggests he may be looking for . . .

Use Cases

Automating Patient Financing and Repayment Processes: Relevance AI's tools can be used to automate the process of approving patient financing . . .

Optimizing Project Management and Resource Allocation: Relevance AI's tools can provide predictive analytics and insights to help optimize . . .

Enhancing Team Collaboration and Productivity: By automating routine tasks, Relevance AI's platform can free up team members to focus on more . . .

Outreach Message

Hey Hunter,

Congratulations on your recent $10M funding and reaching the 6,000 monthly users mark! Maintaining growth and efficiency during this time must be challenging; how are you managing to keep teams productive? Companies like Unilever and Roku have used our platform to automate resource allocation, reducing manual work and increasing operational efficiency by 6.5x.

Engagement

Manages inboxes by answering questions and pointing out resources.

Escalates to Sales or Management if answer is low confidence.

Builds value with prospect and drives towards action.

Question

Case Study

"do you work with any other companies in our space?"

. . .

Check prospect profile and identify industry/sector

Access case studies in knowledge base

Write and send email to prospect

Objection

"I can't use AI since our data is sensitive, sorry."

. . .

Check prospect profile and identify similar customers

Access FAQs knowledge base

Write and send email to prospect

High Complexity

"the main points from the team are as follows:
1. quality checking on engineering tasks
2. integration with in-house CRM that uses REST API and is deployed on premise..."

. . .

Identify low confidence answer

Escalate to sales manager via instant message

Respond to prospect and learn from response

Output

Response

"Hi, We drove a 6.5x increase in productivity at Amazon. Check out the case study here."

Response

"Totally get it. Security is paramount for us, and we don't train models on your data. Read more on our . . ."
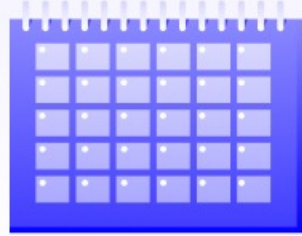
Manager Escalation

"How do I answer this question? Question and summary of prospect provided below:"

Action

Creates tasks for follow-up, ensuring no opportunities slip through the cracks
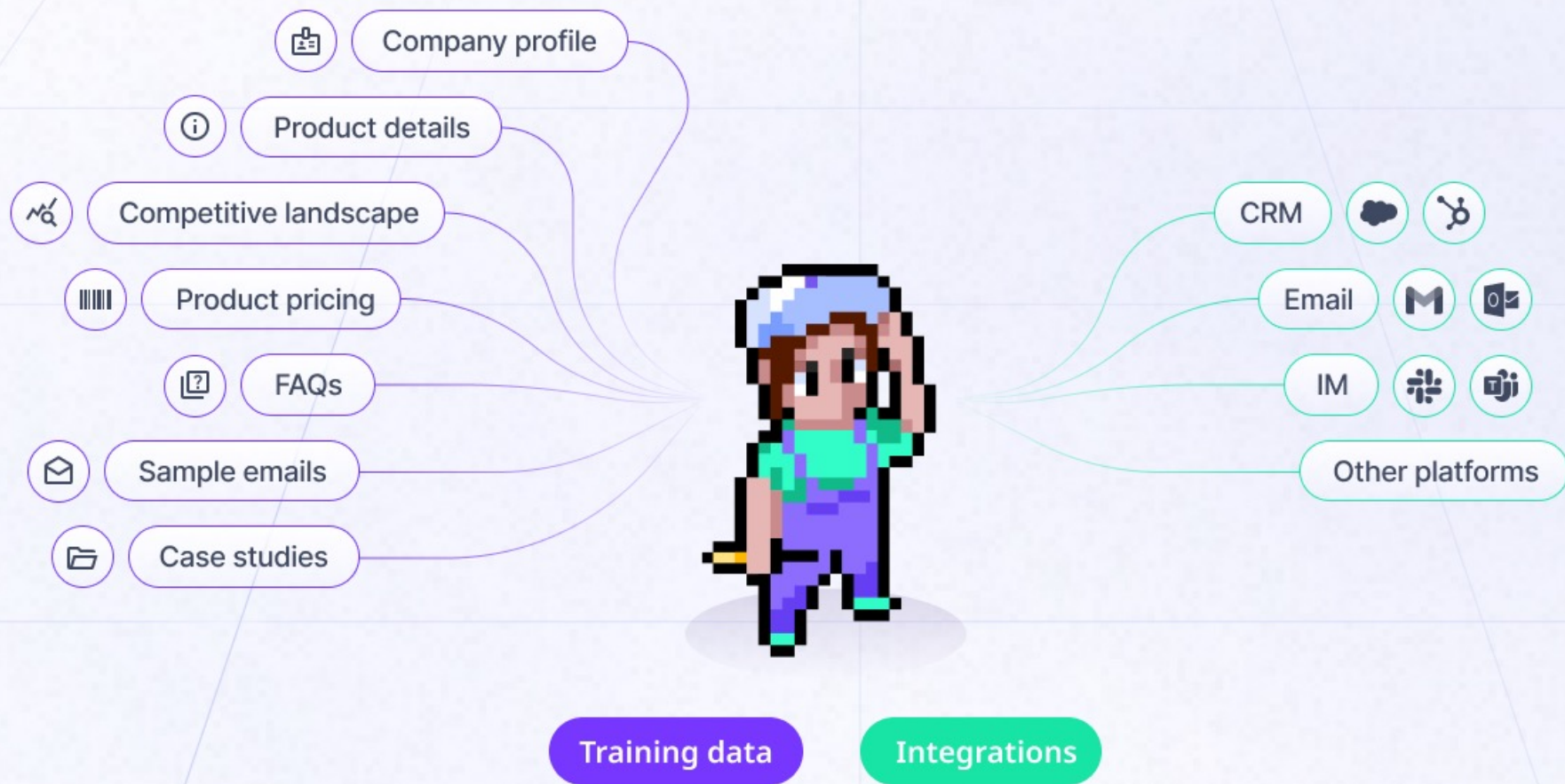
Organizes meeting time and sends calendar invite to prospect and salesperson

Briefs salesperson with prospect research and summary of automated conversation

Implementation Process

Company profile

Product details

Competitive landscape

Product pricing

FAQs

Sample emails

Case studies

CRM

Email

IM

Other platforms

Training data   **Integrations**

Implementation Timeline

Relevance AI will work with sales teams in a hands-on fashion to onboard their first customized BDR Agent. From initial scoping and configuration to booking meetings in calendars, the process will take a maximum of 4 weeks.

Week 1
- Map out standard operating procedure
- Ingest data to tune BDR Agent

Week 2
- Complete integration into tech stack.
- Configure personalization.

Week 3-4
- Acceptance testing and fine-tuning prior to production launch.

Timeline

Relevance AI will need to work with a sales operations resource that has access to administration of tech stack and sales-related training information.

AI BDR vs Human BDR Comparison

Relevance AI		Human BDR
$ 25,000	Base Price	$ 60,000
15,625	Prospects per year	5,760
$1.60	Average cost per prospect	$10.42

Base ROI

651%

AI BDR vs Human BDR Comparison

Before considering other factors:

Higher close rate

Timely Engagement
Higher close rates due to prompt engagement of leads and prospects.

Quality Handovers
Rich information passed to salespeople increases the chance of making an impact on first calls.

Consistency
24/7 × 365 day operation means not missing out on any communication from leads or prospects.

Lower operating costs

Commissions & Benefits
Significant additional cost of hiring salespeople and keeping them on payroll.

Training
Cost of training and time spent away from productivity during training periods.

Staff Churn
No sunk cost from losing employees and downtime from having to onboard new hires as replacements.

Relevance AI

Ready to go?

Contact rosh.singh@relevanceai.com to get started.