Conversagent Case Study

Conversagent is a developer of online customer service software solutions. The company's flagship product Conversagent Automated Service Agent System engages customers in typed natural language conversations, delivering answers in real time.

Over two years ago the executive team at Conversagent engaged Larkin/Volpatt Communications to manage the company's public relations needs. Conversagent had recently changed its corporate name and was interested in increasing its awareness with the trade and business press and analyst community.

LVC started the strategic process by refining the corporate message so that it would reflect the company's new market position. After developing a trade, business and analyst media list the team hit the ground running with the launch of Conversagent's Automated Service Agent System Version 2.0. A successful media and analyst tour was also conducted to introduce Conversagent to the editorial and analyst communities and help position the executive team as experts in self service technology.

Executives from Conversagent are well known among key analysts and reporters. Each quarter the team meets with the analyst community to update them on recent deployments, new products and other news. Over 40 articles have appeared on the company and its ever-increasing number of customers. The CEO, Stephen Klein, has been a guest columnist in a number of targeted industry publications. Conversagent has also been featured in numerous analyst reports.

With placements in the Wall Street Journal, CFO Magazine, PC World, numerous CRM and IT trades and many analyst reports, LVC continues to provide Conversagent with strategic media outreach counseling and public relations services.

"We are as committed to LVC as they are to us. All of their hard work on a regular basis continually proves that we made the right decision in hiring Larkin/Volpatt Communications." Stephen Klein, CEO

THE SKILL SET

- **Key Messaging Development**
- **Expert Positioning**
- **Communications Strategy Development**
- **PR Implementation**
- **Analyst Communications Strategy & Ongoing Outreach**
- **International Media & Analyst Relations**