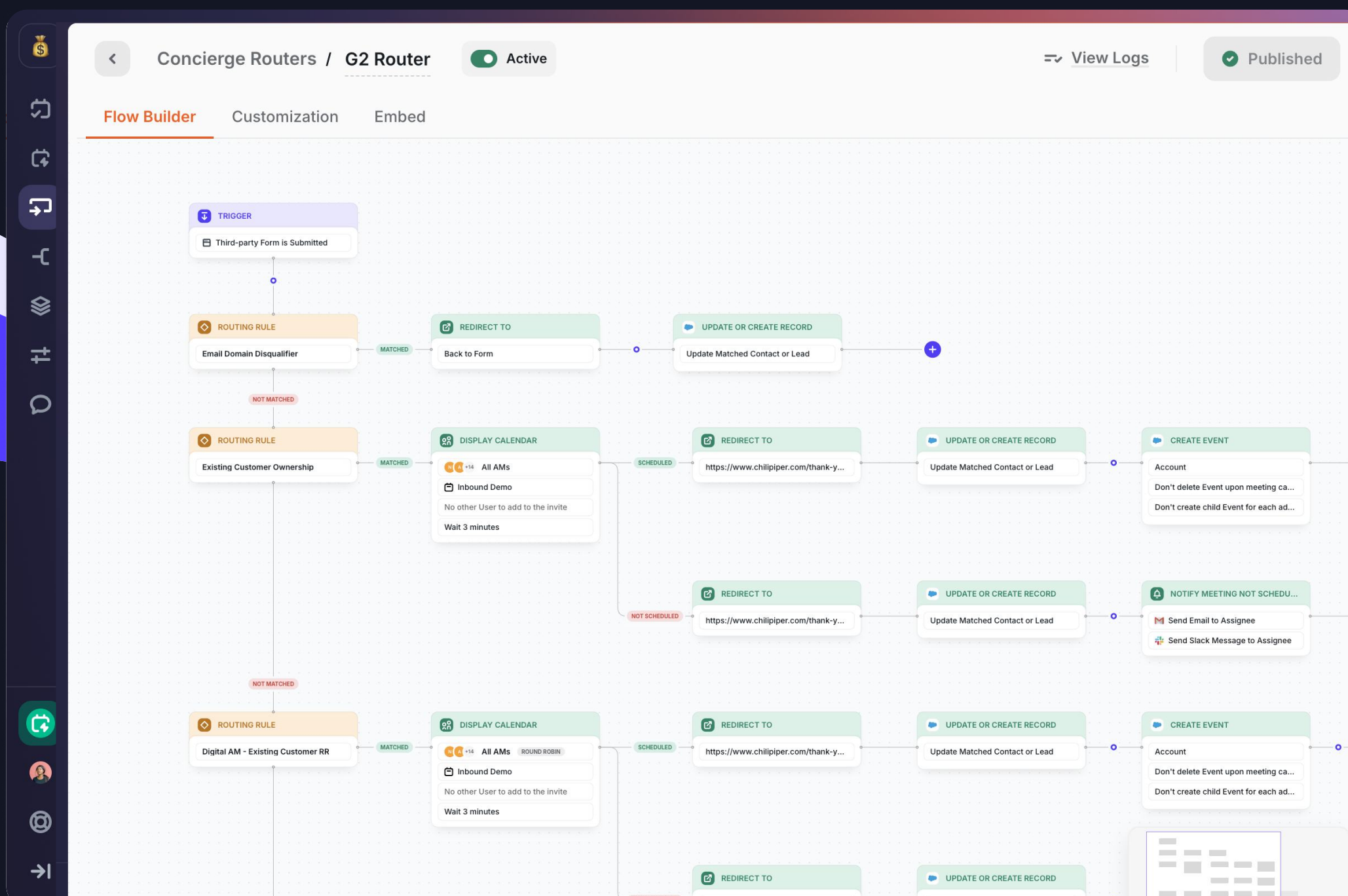


Demand Conversion Platform Benefits in Fire

What's new in Fire for the Demand Conversion Platform ✨

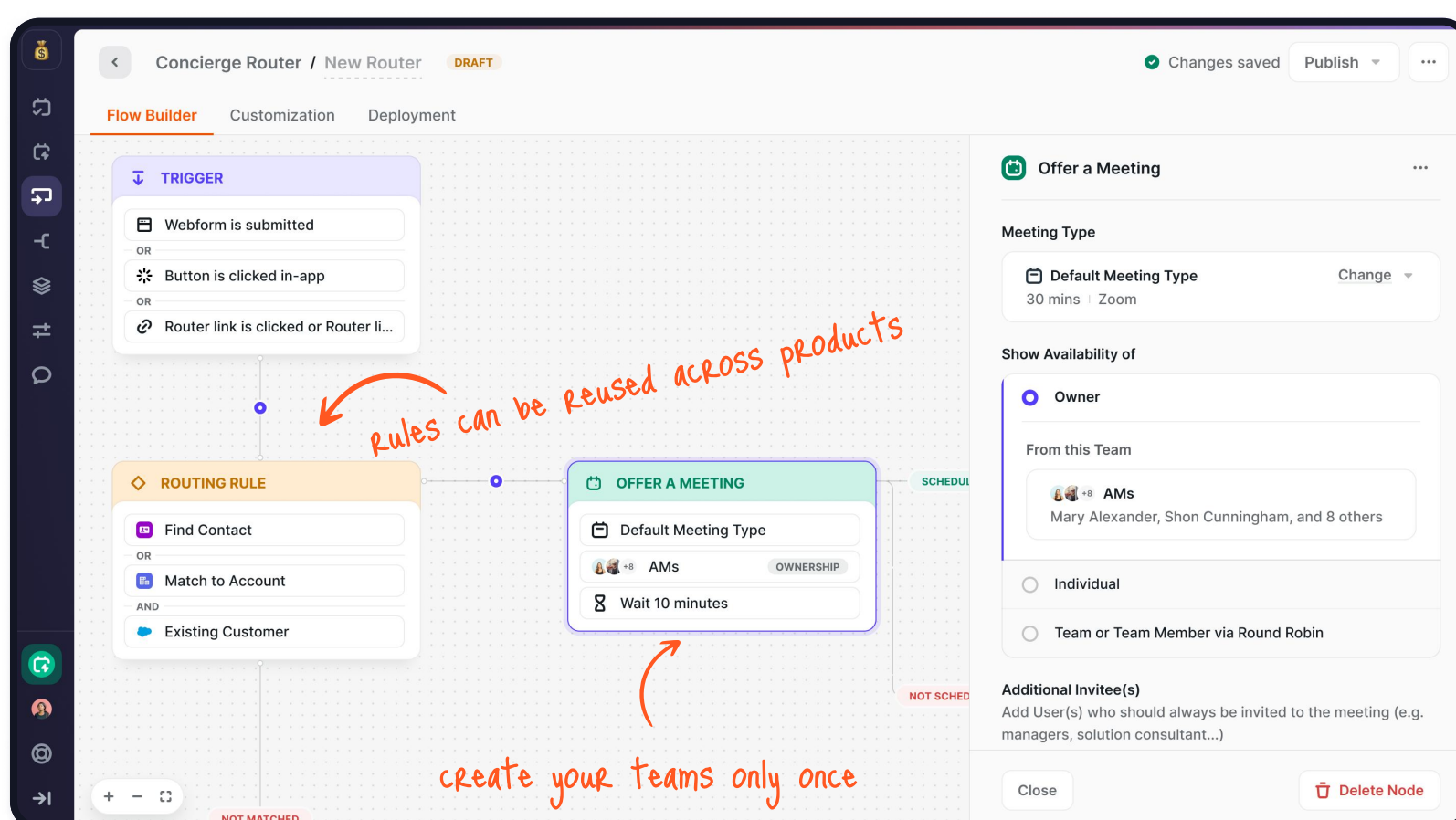
Flow view for Chat, Distro, Handoff and Concierge

Full visibility into how prospects are routed.



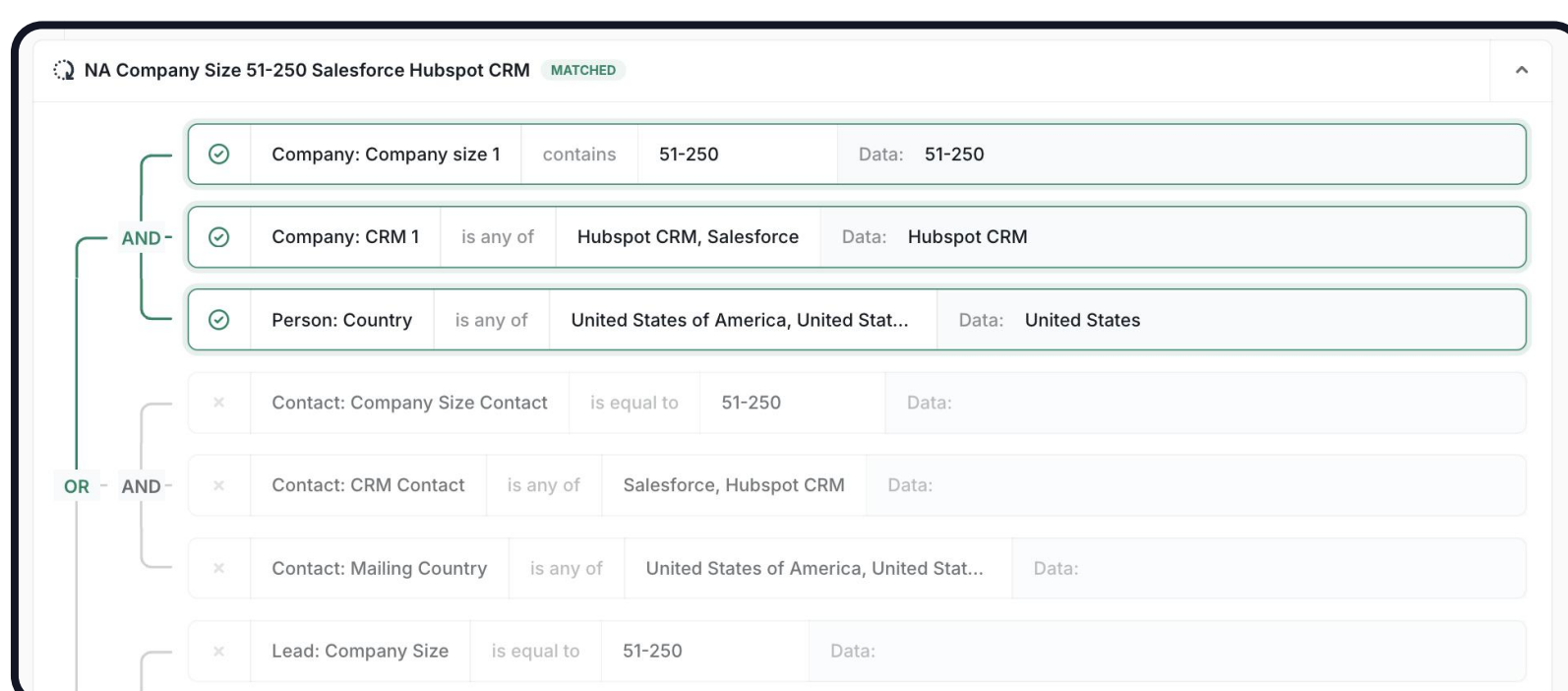
Reusable assets = less manual work for you

Save time by creating Meeting Types, Rules, Teams, and Distributions and reusing them across all of your Chili Piper products in a Workspace.



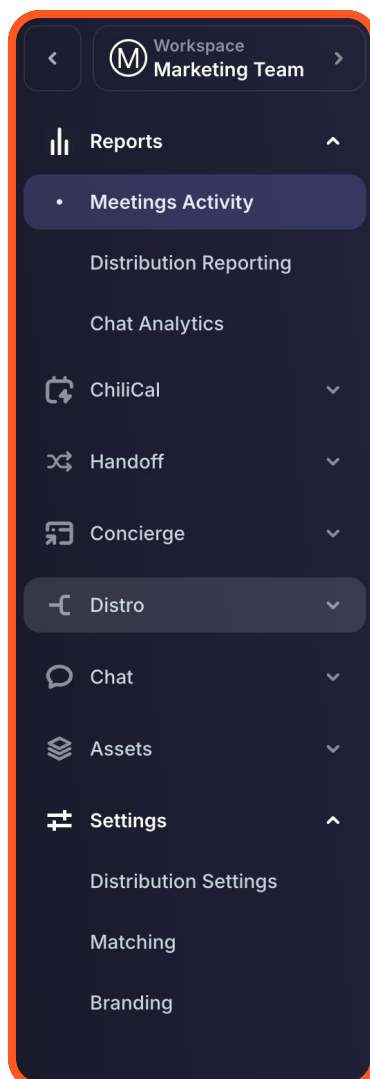
The answer to: "Why wasn't I routed that lead?"

With Chili Piper Fire, you can see exactly why a meeting was (or was not) routed to a certain rep.



One Workspace for all of your products

Your marketing team likely has different configurations than your prospecting team. Use Workspaces to keep their assets and settings separate.



New User Roles

Designate someone as a Workspace Manager or a Team Manager to delegate work. Don't worry; they only have access to view and edit the Workspaces and/or Teams that you assign them to.

User	Role	Licenses
Scarlett Cayenneson	Admin	Concierge, Distro, Handoff, Chat
Sizzle Berry	Admin	Distro, Handoff, Chat
Celine Dijon	Workspace manager	Distro, Handoff, Chat
Leonardo DiCapricor	Team manager	Distro, Handoff, Chat
Justin Timberchili	User	Distro, Handoff, Chat
Reese Witherspicier	User	Concierge, Distro, Handoff, Chat
Matthew McSpice	User	Concierge, Distro, Handoff, Chat
Jack Blackpepper	User	Concierge, Distro, Handoff, Chat

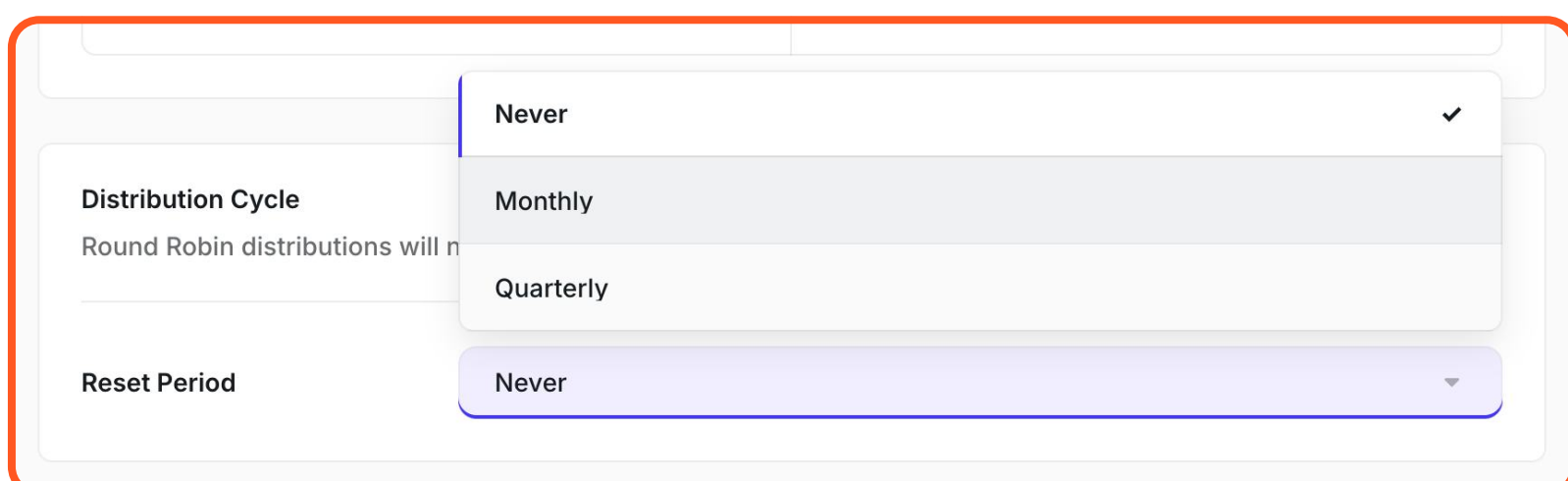
Data Fields

Capture visitor data, use it across Chili Piper, and sync to external systems with Data Fields.

Field Name	Mapping	Data Format	Status
Email	Lead > Email, Contact > Email	Email	Active
Site Session Count	None	Number	Active
Recent UTM Medium	None	Short Text	Active
First Name	Lead > FirstName, Contact > FirstName	Short Text	Active
Recent UTM Source	None	Short Text	Active

Quarterly Distribution settings

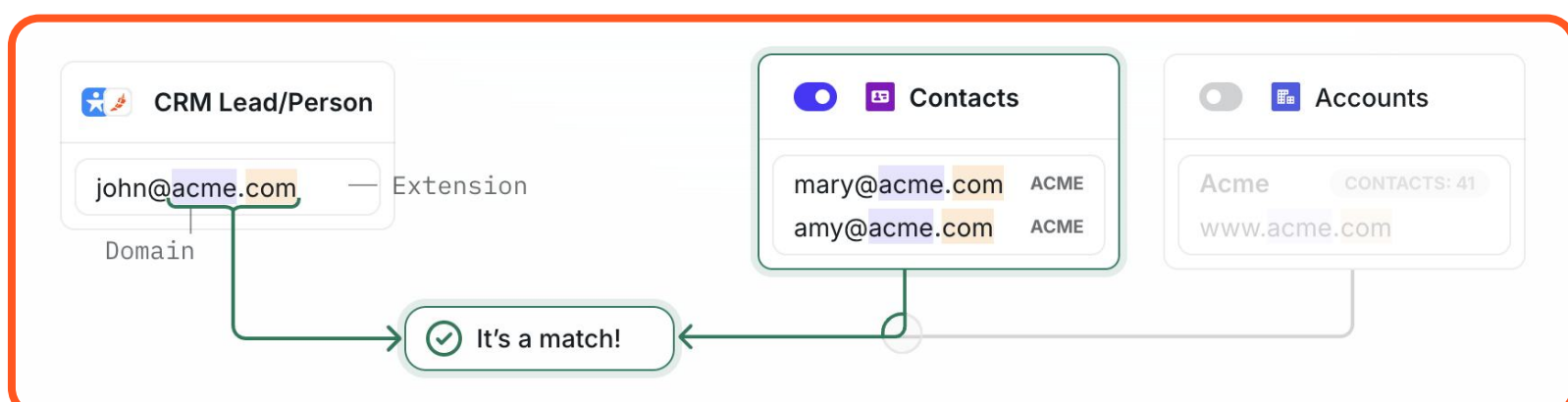
Determine when Chili Piper should reset your fairness distribution algorithm.



Prospect to Account Matching on domain + tiebreakers and more filters

Use Chili Piper's out-of-the-box Lead to Account matching algorithm, or customize it with your own filter and tiebreak criteria.

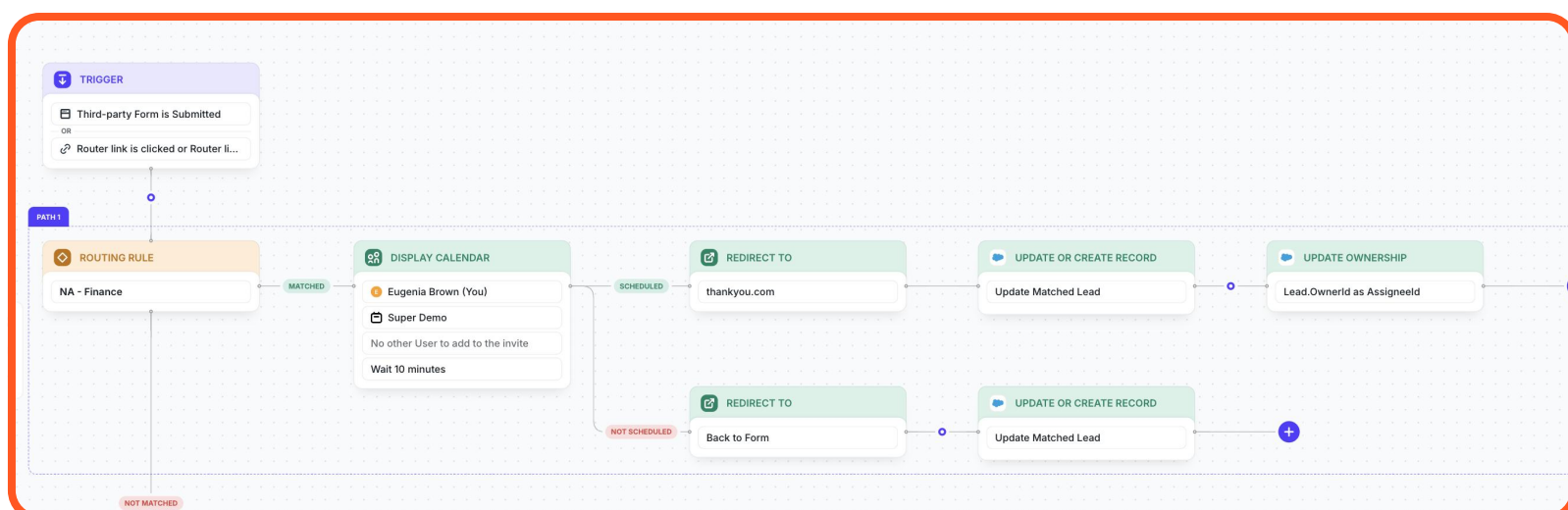
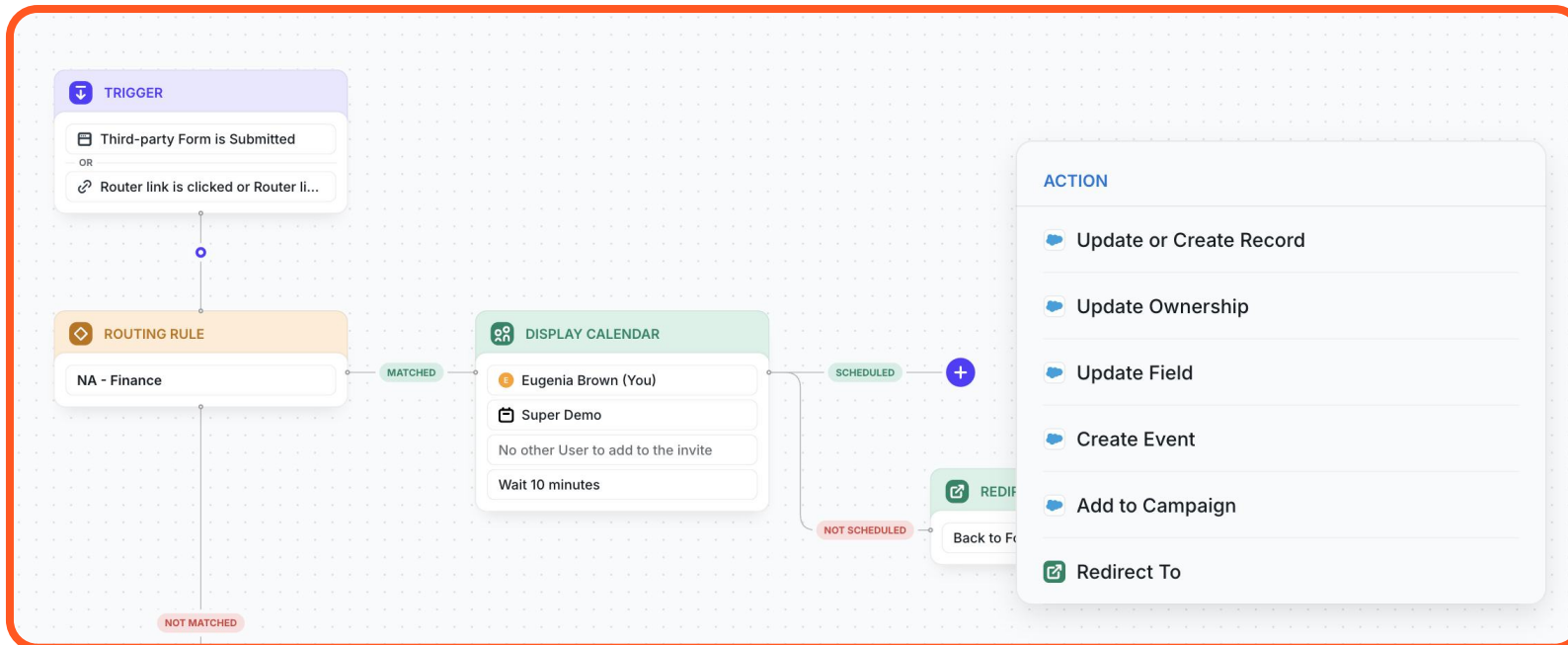
In addition to the default Chili Piper algorithm, we can also leverage Salesforce Duplicate Rules to find more potential candidates for Lead-to-Account Matching.



Tiebreaker	Priority	Field	Operator	Value
If there are multiple matches, select the priority of conditions to 'tiebreak' and find the best match	1	Account	Number of Matching Co...	is maximum
	2	Account	Created Date	is maximum

CRM actions, the way you want

Update and create records only when it's necessary. Plus, more CRM actions than ever before.



Scheduling with multiple attendees

Invite additional participants and automatically factor in their availability.

Display Calendar

Inbound Demo
45 minutes | Zoom
[Change](#)

Additional Invitee(s)
Add User(s) who should always be invited to the meeting (e.g. managers, solution consultant...)

Amine Bousnina Required X

[Select Users](#)

Time Elapsed
After the calendar is displayed, set the time that should elapse before we consider a person's inaction as a meeting not scheduled.

Round Robin, your way

Strict Round Robin lets you route in sequential order, while Flexible Round Robin shows combined availability.

Distribution Algorithm

Flexible Round-Robin
Show combined availability of team members

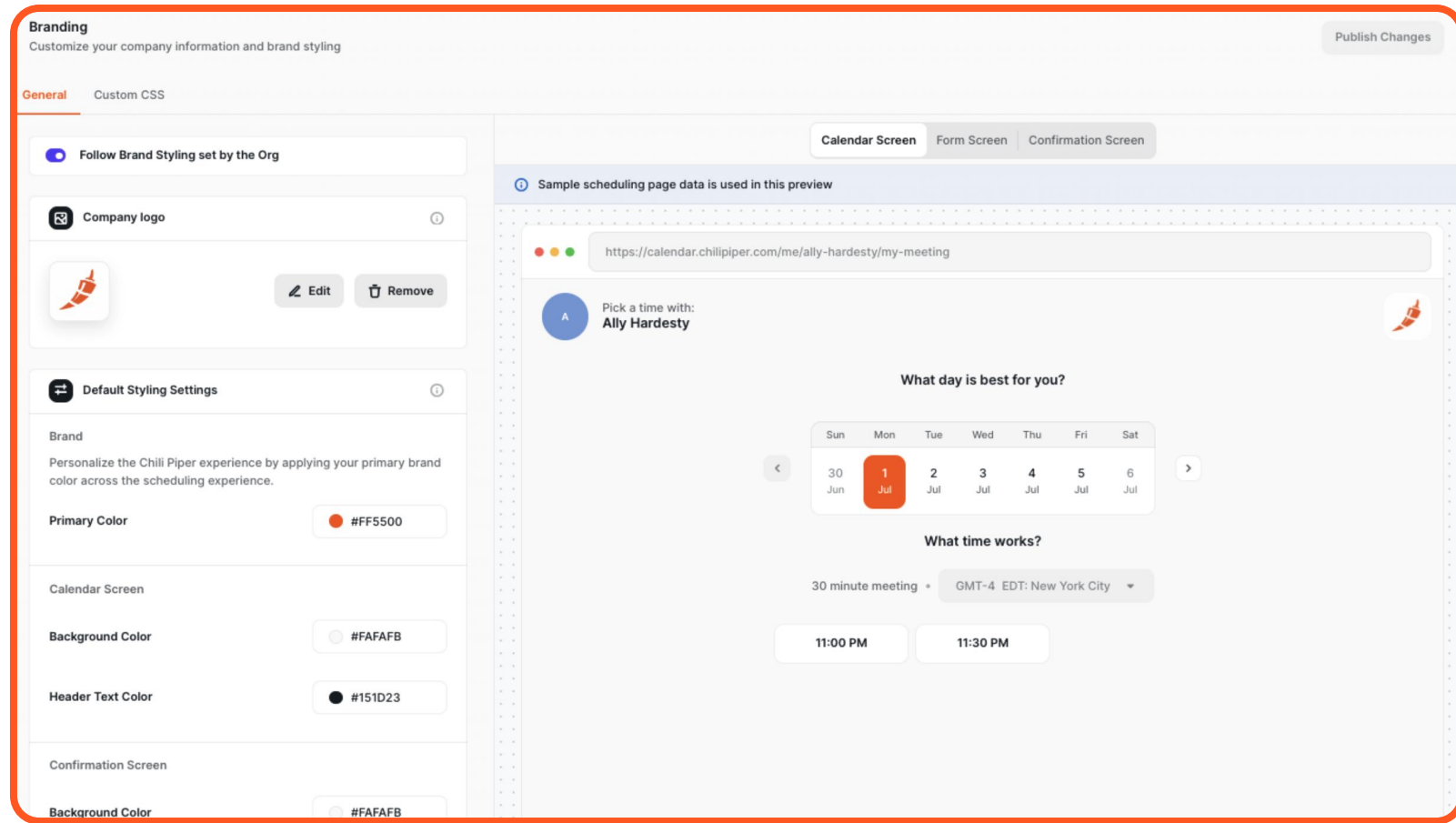
[Change](#)

<input type="radio"/> Strict Round-Robin	<p>Flexible Round-Robin</p> <p>Maximizes display of time slots. If multiple team members are available at the selected time, Chili Piper will select the person who hasn't been scheduled recently. This can be affected by custom weightage and calibration.</p>
<input checked="" type="radio"/> Flexible Round-Robin ✓	

Easy to Customize Branding

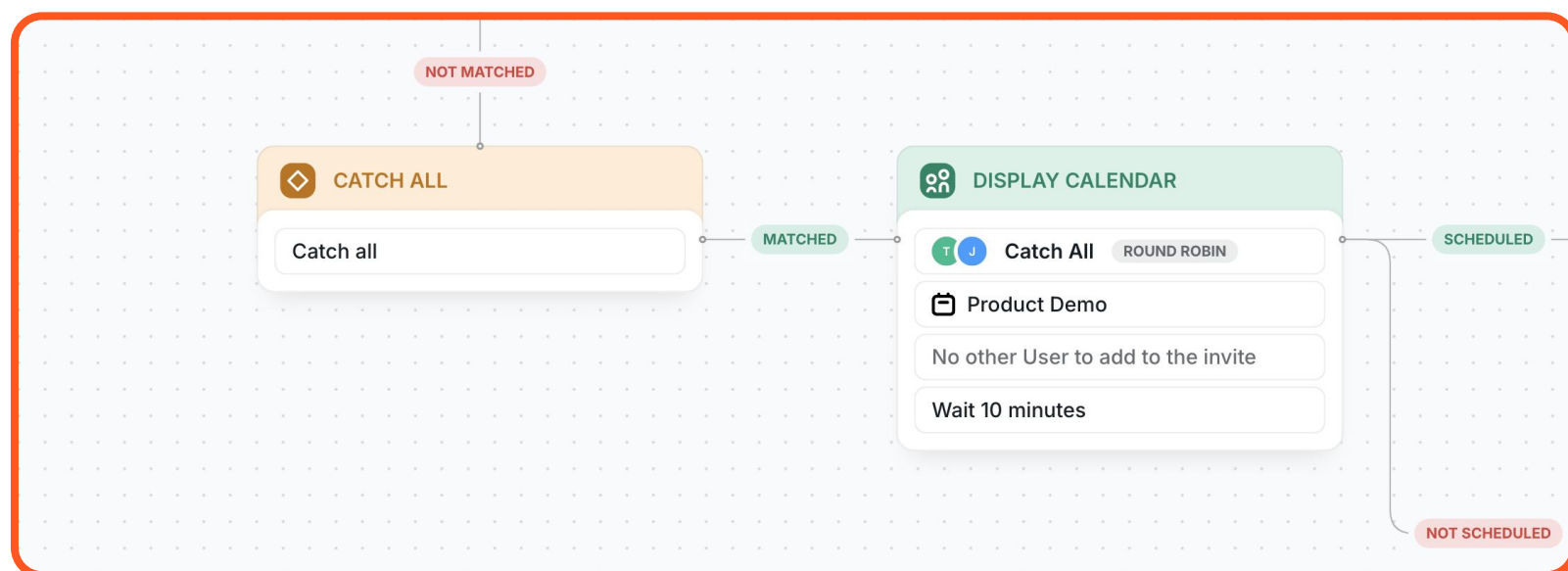
In Fire, admins can set the branding for the entire account or have it vary at the Workspace level. You can even decide whether or not you want end-users to be able to update the colors.

And you can use our Default Styling Settings or Custom CSS — your brand, your way.



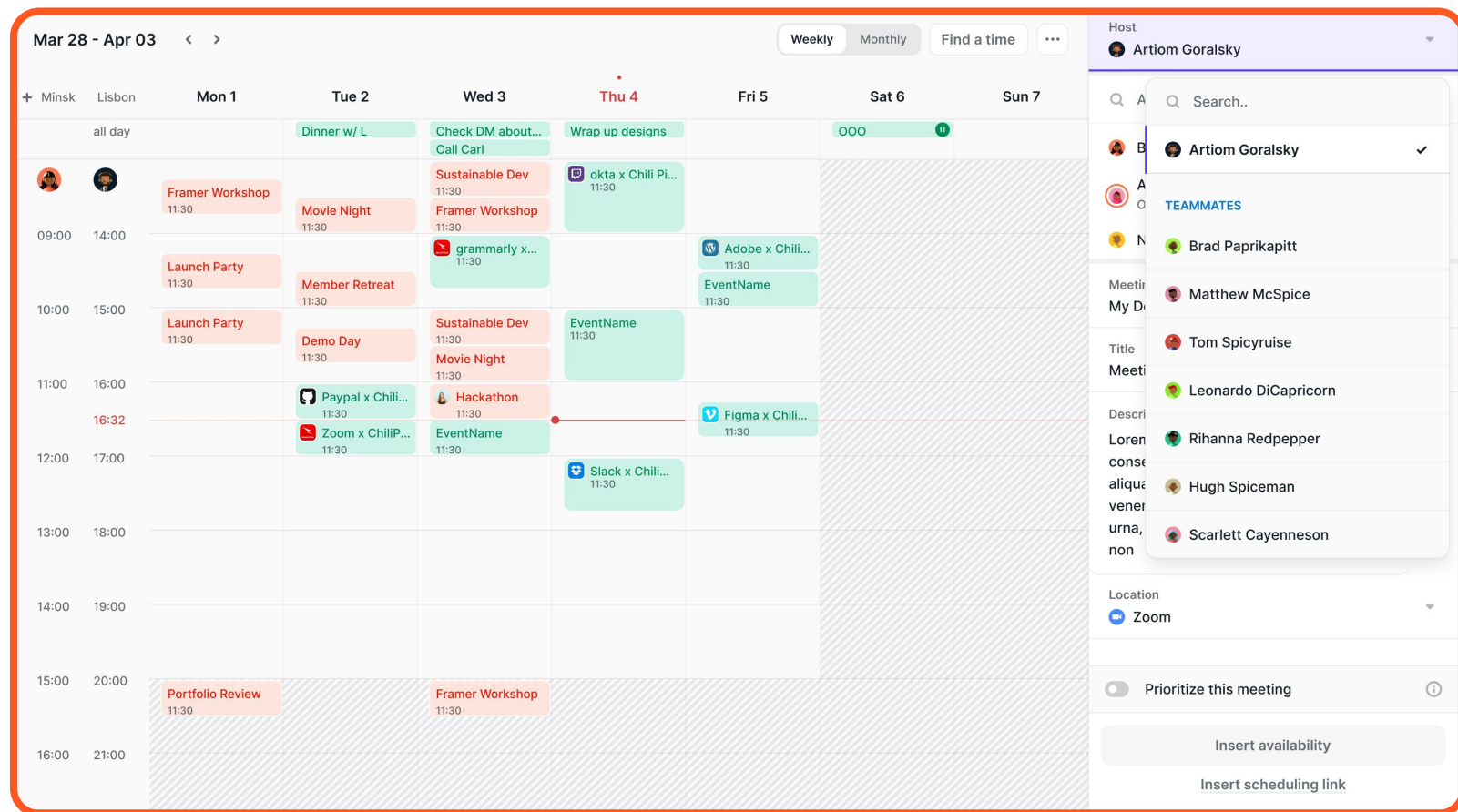
No lead left behind

Make sure every lead is accounted for, even if they don't match your routing rules. Our automatic catch-all feature ensures that nothing falls through the cracks.



Spicy New Look

The product dashboard for end-users is centered around their calendar.



Fair meeting/lead distribution across multiple products

In Fire, you can relate a distribution to multiple different routing flows **and products**. If you have a Handoff router, a Concierge web form, and a chatbot — you can maintain fair meeting distribution across all three.

Distribution Reporting

View the distribution of scheduled meetings, and Records amongst your Team Members.

Meeting Distributions | Record Distributions

Distro x ChiliCal x +3 | Last 24 Hours

0% since last week

24

Meetings scheduled

0% since last week

0

Meetings rescheduled

0% since last week

0

No Shows

Distribution Name	Used In	Team
Enterprise	Demo Router +1	Enterprise Team
SMB	Demo Router +1	SMB Team
Mid-Market	Demo Router +1	Mid-Market Team
Catch-All	Demo Router +1	Catch All