

checkr

# From neglected leads to 700% ROI: How Checkr scaled pipeline with 11x

**7,000+ calls** automated to inbound customers

**225%** lift on positive response rates (top targeted campaigns)

**7x ROI** from 11x investment

## About

Checkr is the modern, AI-first data platform built to power safe and fair decisions. Checkr is trusted by companies of all sizes to help millions of people get verified during every major life decision.

## Industry

HR Tech

## Product

Alice Julian

## Region

North America

## Company Size

500-1000

## CRM

Salesforce

**We didn't know what was possible at first. But we found success with 11x by going after unmanaged accounts and leads that weren't receiving the human touch our higher-touch segments were getting, and the quality we can deliver now is impressive."**



**Zoë McKenzie**  
Director of RevOps Technology at Checkr

### ● Challenge

## Neglected segments left opportunity on the table

Checkr has historically benefited from strong inbound demand, with SDRs qualifying leads through calls and email. As the business expanded and self-serve pathways grew, they identified an opportunity to better serve a scaled segment of high-intent prospects who could benefit from more

personalized consultation and strategic guidance to fully realize the value of their platform.

### Manual workflows limited scale and speed

Before 11x, outbound and inbound workflows required heavy manual effort. Outbound was still developing as a motion and reps spent significant time sourcing leads, validating contacts, personalizing messages, following up, and logging activity in Salesforce.

While there was high inbound interest, speed-to-lead was inconsistent down segment, and SMB and self-serve prospects were identified as a group who would benefit from a higher touch than is often available down-segment. Without a scalable system in place, Checkr had no reliable way to engage every lead immediately, leaving unconverted leads on the table.

### Coverage gaps limited consistency and customer experience

Checkr needed a way to activate intent signals and consistently reach unmanaged accounts that weren't getting human follow-up. At the same time, they wanted to scale a high-quality customer experience by guiding more prospects through self-serve journeys, even when no rep was assigned.

**"There was a group of leads that were untouched across our unmanaged outbound and inbound motions. They weren't getting the attention they needed, and we wanted to solve that."**

● Solution

## Converting unmanaged segments into opportunities with intent signals and voice AI

Checkr implemented 11x to create a reliable engagement layer across outbound and inbound, using Alice and Julian to serve segments with limited support. With 11x, Checkr was also able to partner with an AI native team willing to iterate quickly and help experiment across new AI workflows.

### Scale outbound with Alice across unmanaged segments

Checkr had a mature GTM stack, but wanted to consolidate their workflows and turn intent signals into actions. Rather than replacing reps, Alice was designed to expand coverage where humans couldn't economically operate. With Alice, they focused on three priorities:

#### 1. Activate intent signals for unmanaged accounts

Checkr identified accounts indicating buying signals (like website visits), synced account lists from Salesforce into Alice, and launched outbound campaigns without needing a dedicated BDR or AE.

#### 2. Test signals before scaling

Alice became a practical testing ground to validate which signals performed best and which segments were most responsive. This allowed Checkr to test outbound strategies at scale, without disrupting existing BDR and AE workflows.

#### 3. Run always-on outreach for new verticals

Alice autonomously sourced new ICP leads within target verticals, researched prospects, and launched personalized multi-step sequences for cold outbound.

Checkr integrated Alice directly with Salesforce, syncing every outreach action into their CRM. When replies came in, account owners could seamlessly pick up the conversation from their own inbox while referencing full context, including research Alice conducted on the lead and account, directly in platform.

Beyond the Business Development team, Checkr's Field Marketing team also launched Alice campaigns using Salesforce-synced prospect lists to drive engagement ahead of key events and conferences.

Checkr also ran a closed-lost revival campaign, re-engaging past opportunities with messaging personalized using CRM notes and historical context. This helped convert previously lost prospects into active customers.

**“This isn’t white space anymore. Now we have permission and precedent to engage these prospects and leads in new ways.”**

### Support SMB prospects in self-serve journeys with Julian

Julian was deployed to solve a different problem: speed and access. For inbound workflows, Julian stepped in where there were no humans available to provide guidance.

Initially, Checkr connected Julian to their Talk to Sales form. Instead of leaving SMB prospects on their own after filling out the form, Julian called inbound leads instantly to answer questions, onboard them, and help select a suitable background check package and check out. Over time, Checkr expanded Julian's role further, publishing Julian's phone number directly on their website for self-serve customers to call. Rather than measuring success purely by speed-to-lead, the team evaluated Julian on call quality and whether each conversation moved prospects forward in their journey.

One of the biggest surprises for Checkr was how quickly prospects adapted to AI voice. Many prospects answered calls expecting to speak with a human, but quickly became comfortable engaging with Julian as the conversation progressed, driven by Julian's natural responses and human-like intonations. That shift helped Checkr build confidence in voice AI, validating it as a real channel for scaled customer engagement.

"People start Julian calls wanting to talk to a human, but by the end, they're comfortable talking to AI. Their preference flips in one conversation, and they finish their calls saying 'Thanks so much.'"



Cole Larned  
Revenue Systems Analyst,  
GenAI at Checkr

#### ● Results

## Transforming unmanaged GTM into measurable pipeline growth

Checkr used 11x to close a critical gap in their go-to-market motion: unmanaged leads with intent, but no consistent follow-up. These were missed opportunities for revenue that no one was capturing.

With Alice and Julian, Checkr operationalized outbound and inbound coverage across segments, creating a repeatable methodology to engage prospects, guide self-serve journeys, and validate which signals were worth scaling.

With confidence in both signal-based outreach and voice AI, the Checkr team is focused on scaling, improving orchestration between channels, and expanding Julian beyond its initial workflows into broader use cases across the business.

**\$500K**

in pipeline generated

**3.2x**

increase in reply rate

**200+**

hours of automated conversations handled

"We chose 11x for their commitment to partnership. They were willing to build with us, experiment, and learn what works. We didn't know what was possible at first, but the quality of the output now is incredibly impressive."

 11x

Every company  
has leads no  
one's calling.

Checkr had thousands  
sitting untouched. No  
rep assigned. No  
follow-up. 11x turned  
them into 7x ROI.

→ See what your pipeline is missing at [11x.ai/demo](https://11x.ai/demo).