

Business Challenge

In any economy, let alone a difficult one, it is becoming more important than ever to ensure that you capitalize on every opportunity. Though not all opportunities are created equally, the right investment can help organizations ensure that they do not leave any revenue left behind. And in the process, set the ground work for expanding relationships with new and existing customers. Our clients are moving into strategies that analyze each opportunity and lead and identify an appropriate, cost effective response in order to best capture the revenue. Though once thought of as only relevant for business-to-business (B2B) organizations, we are seeing business-to-consumer (B2C) models also embrace Lead Management processes.

Organizations are turning Lead Management into a core competency in order to answer the following questions.

- Of the people that have inquired about our products and services, how many converted to customers?
- Are we effectively following up with interested leads? What is our conversion rate?
- Can we efficiently prioritize leads and opportunities?
- What is the most effective way to follow up with new opportunities and leads? Which channels show the most promise?
- For sales force oriented organizations, how seamless is the transition from Marketing to Sales?
- How effective are our lead nurturing campaigns and is our lead prioritization is working?

AmberLeaf is working with clients in Retail, E-commerce, Healthcare, Insurance, and Media to capitalize on leads showing interest in their products and services. Whether it is B2B or B2C, or fresh prospects or existing customers, our clients want to make sure that no opportunity falls through the cracks.

Business Solution Example

As an example, one of our clients receives leads from their website, through incoming phone calls, and from offline conversations involving their front line, customer facing employees. Opportunities were coming from current customers who have expressed interest in other products and services and from prospective buyers that were new to the organization. Our client needed to consolidate these Leads, prioritize them, and ensure that the leads were routed to the right rep within the right follow-up channel in a timely manner to help increase conversion rates. Our client created programs that different Leads could fall into and we helped them develop an automated infrastructure to make sure that the leads were assigned to the right lead nurturing programs. We performed the following activities to support our clients Lead Management program:

- **Lead Consolidation.** Inquiries were coming in from various channels like the web, offline or through the call center and marketing could not identify all of the different requests from a specific Lead (customer or prospect). Each request looked like a separate individual. Consolidating these leads and creating a full view of their activity (including current products and purchases if they are a customer) was the first step.
- **Lead Nurturing.** Marketing communications in the form of phone calls, emails, and mailings needed to be executed in a multi-wave, multi-channel format to convey specific messages based on past customer history and current requests. We helped our client create lead nurturing campaigns across many different channels to increase a Lead's interest and move them closer to buying.
- **Lead Scoring.** Not all leads are created equally. Some customers require very quick feedback with a high touch (like a phone call from Sales) and some Leads are not so time sensitive. Lead scoring helps analytically categorize different inquiries systematically and is used to decide on the appropriate action, the appropriate channel, and the right investment.
- **Performance Reporting.** Management reporting was created to understand the performance of the program, campaigns/follow-up and lead scoring models. The reports helped them adjust their programs over time.

The Lead Management infrastructure allowed our client to efficiently capitalize on every opportunity.