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RESEARCH NOTE **LEADS360 FOR LEAD MANAGEMENT**

THE BOTTOM LINE

Companies spending money to buy leads should have processes and tools in place to ensure their money is well spent. Leads360 automates much of the lead capture and management process and provides tools for managers to track progress, so companies can maximize returns from their lead investment.

Leads360 provides lead management software primarily for the mortgage debt and refinancing, education, and insurance industries. Key components of the application include:

- Lead capture. Partnerships with Google, Lendingtree.com, Getsmart, Doublepositive, and Nextag enables Leads360 to deliver leads directly into clients' applications; users can also import leads using common applications such as Microsoft Excel or Microsoft Word or enter leads manually.
- Lead distribution and tracking. Based on customizable workflows, Leads360 can be configured to automatically tag and push leads to the right sales person or leads can be pulled from a central database. Reminders, action items, e-mails, and status reports — as well as evaluation of lead status — help a sales person both keep track of leads and know what course of action to follow next with a prospect.
- Lead nurturing. Automated e-mails, reminders, and posting to other communication channels such as direct mail or telemarketing helps nurture leads beyond the initial contact.
- Lead monitoring for management. Pre-built dashboards and reports enables managers to see the comparative contact rate, speed to contact, qualification rate, speed of conversation, and rate of conversion of different sales people and groups of leads to identify challenges and improve sales performance.

Leads360 is delivered in a software-as-a-service (saas) model with a tiered pricing structure: the Express package allows up to 5 users and 2500 leads a month; the Small Business package allows up to 25 users and unlimited leads per month, and the Enterprise package allows unlimited users and unlimited lead sources.

Leads360 manages more than 25 million leads for more than 5000 clients, from small to medium businesses to some of the world's largest enterprises, including CCO (Charter One) and Fortune 500 companies like Citibank and USAA.

TOPICSCustomer Relationship
Management

Leads360 integrates with commonly used saas CRM applications as well as other related technologies such as predictive dialers.

CUSTOMER PROFILE

An independent insurance agent that had recently started in a new geography began his business using Internet leads, but found that without a structured way to track and manage leads through the conversion process, it was difficult to understand and maximize lead conversion or evaluate the quality of leads from different sources. The agent had tried using an outside company for lead management but had little success.

After evaluating Leads360 in 2009, the agent moved the office to Leads360 and purchases leads from approximately 8 different providers. Leads360 helped the agent to customize the lead process workflows to meet the specific characteristics of the business.

Leads360 has enabled the insurance agent to double the average number of new insurance applications it receives each month while eliminating approximately \$1400 a month in other marketing costs.

In the future, the agent plans to take further advantage of Leads360 by using call queuing, an autodialer, and voice over IP (VOIP) phone integration to further automate and track the lead cultivation and conversion process.

CONCLUSION

Companies such as lenders and insurance providers that sell directly to consumers rely on high volumes of quality leads to grow their business. Their challenge is often how to manage, track, nurture, and analyze those leads to both maximize closure rates and evaluate lead sources. Leads360 enables them to do that by automating much of the lead capture and nurturing process and giving sales managers the tools they need to evaluate both lead sources and sales performance. Deployed properly, Leads360 can help companies effectively cultivate more leads while improving their ability to identify the best lead sources.