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Lead Automation

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"*According to our McKinsey Automation Survey, only 55 per cent of institutions believe their automation program has been successful to date. Moreover, a little over half of the respondents also say that the program has been much harder to implement than they expected.*"
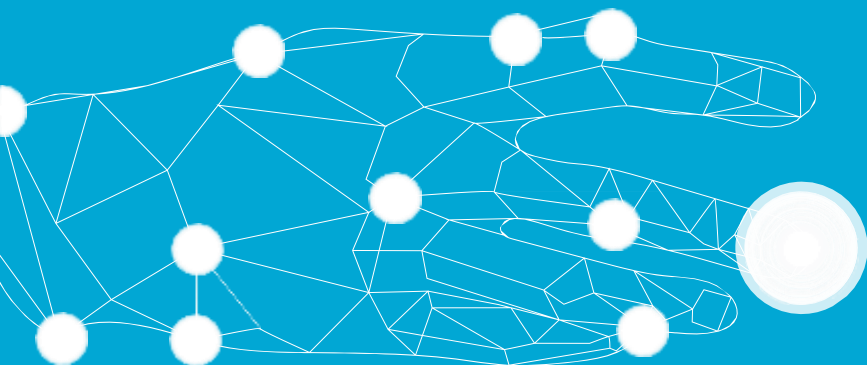
Abstract

All businesses need Leads. They are major foundation of a business. Leads are actually what gives meaning to even run a business. They are directly and ultimately connected to profits.

More the leads, more would be the chances of growth and success. Growth is commonly the primary goal of a business that provides motivation to invest, innovate and improve. Hence it is important to know, generate, manage and track lead and that's what we are going to talk about today. We'll see how the automating interaction between different tasks could help you save time, money and resources.
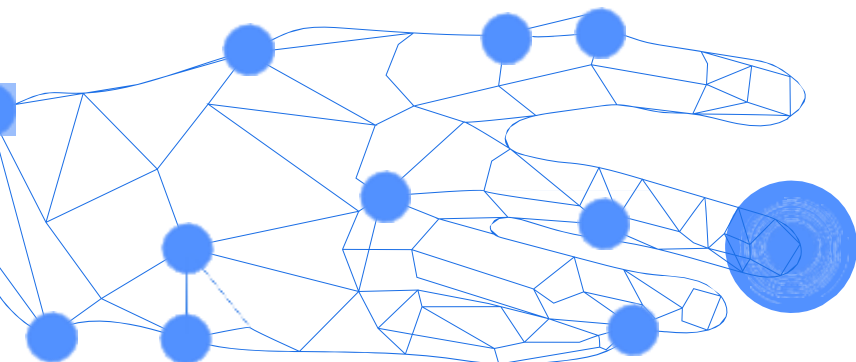
Importance of Leads and Its Management

A lead will be someone that has expressed their interest in your product or service and furthermore it's your responsibility to make a swift pathway to convert their interests into a deal. There are multiple sources of leads like your website, through word of mouth, social media campaigns and even a phone enquiry. For a better and progressive workflow, it becomes important to get organized and track various conversations across platforms, sources and potential leads.

This is time-consuming and freezes up substantial incoming opportunities. Smart technologies like automation can not only optimize the whole work but can also minimize the hassle includes.
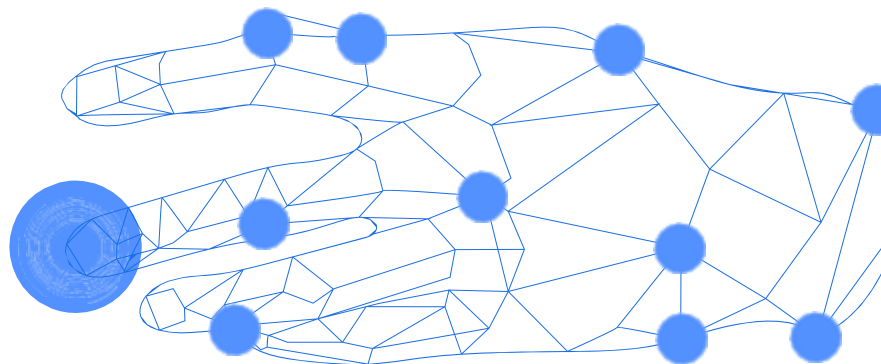
Hardships That Comes With Leads

Plenty
of sources, endless conversations, queries, tactics
, feedbacks, deals and a lot more. Extracting lead
information and updating data across applications
is a prolong process ultimately losing customers
as well as business opportunities.

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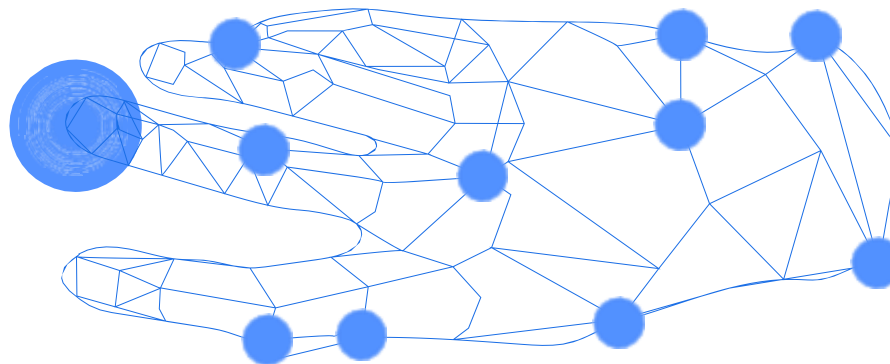
"Based on McKinsey's scenario modeling, The estimate automation could raise productivity growth globally by 0.8 to 1.4 per cent annually"

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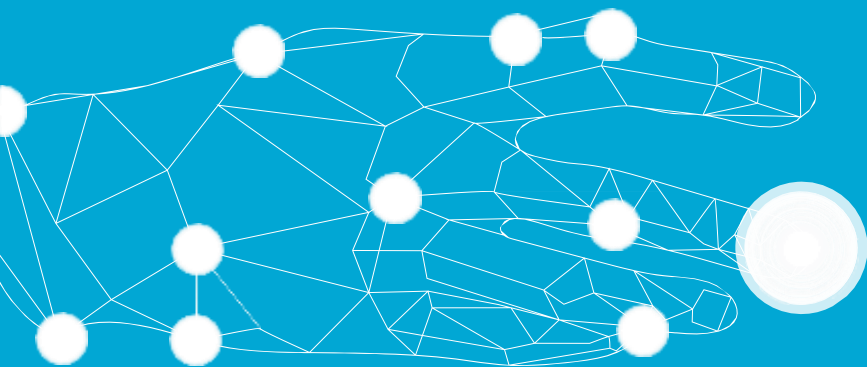
How To Overcome The Hassles

Automate leads to lead the market

Getting lead information into the hands of your sales team fast is critical. Hot leads can go to warm, or cold, very quickly. For a rapid action for these potential customers, automation makes this whole process prompt and more efficient.

Automation merges all the distinct applications and platforms to give your business a clearer and more complete picture of each lead, so you can get in touch with them faster and expand business ventures.

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Automate Lead Routing

Increase Conversation rates with faster and effective follow-ups

Lead routing is a process where the leads will get assigned to sales reps automatically. Leads are captured from various marketing sources like chat, website, landing page, social media, digital events, emails, virtual number, etc.

Once the leads are captured, lead routing methods checks for the lead source and other prerequisites as defined which is then labeled with status, priority and leads score for classification and allocates it to the sales reps without any leakage based on the predefined rules as set by the company.

The Lead routing methods can be pre-defined as required by the industry types. Captured leads can be routed based on lead source, date and time, sales rep's expertise, geography or on any other conditions as customized by the organization.
It designates a process of incoming lead distribution among sales agents which requires a proper synchronization between leads, their response, follow-ups and impressions. It's not feasible to perform these tasks in real time.

Automating the communication between complex lead routing methods improve response speed and, in turn, conversion rates. Automation dramatically reduces the response time so you have faster follow-up and better relationship with your clients.

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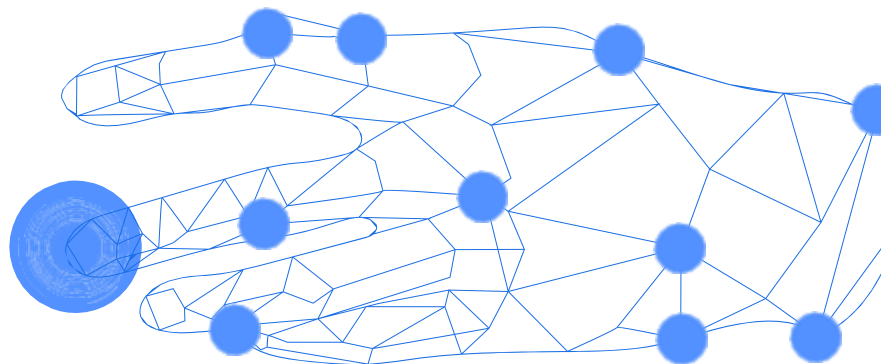
Automate Lead Management

## Modernize your lead approaches and management skills

Every visitor is a lead and the reason why they visited is the lever you can use in order to convert them into paying customers. Lead management includes methods and systems you use to attract potential buyers and convert them into customers.

From prospecting to closing, lead management can automate repetitive tasks and use artificial intelligence to generate, track, qualify, distribute, and nurture leads.

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It is one such feature helping businesses track and optimize the entire sales process. It's difficult to monitor all the ongoing lead conversations together efficiently. Also, you can lose your potential customers if we don't reach them at the right time

Converse with leads at one place is highly important in today's modern world. Automation allows you to keep track of communication whether they happen via text message, email, phone call, or any application and respond to your potential clients on a unified platform.

The process of managing leads helps businesses understand which tactics are bringing in the best leads. This new age technology streamlines the overall sales experience so you can optimize your sales strategy to be effective , efficient
and successful in managing these sales funnels.

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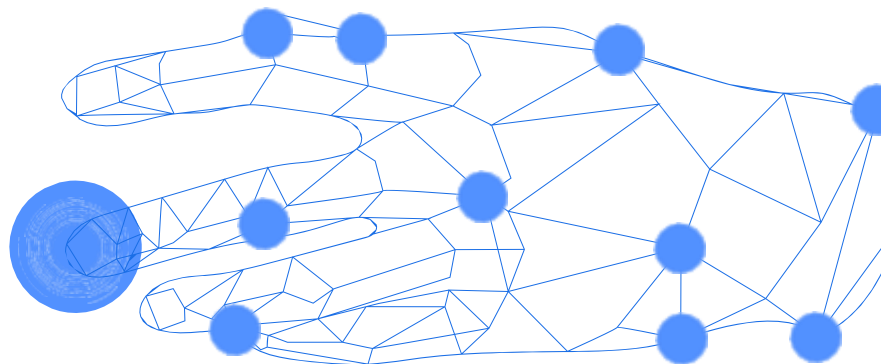
"According to Capgemini's intelligent automation report, Automation saves approximately 5200 hours annually for an organization"
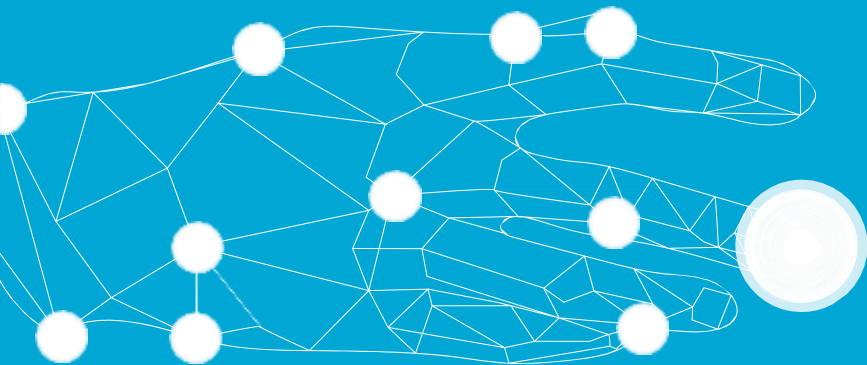
Benefits

Benefits of automating the lead system are as follows:

‣ Keep tracks of all lead related information on a unified platform.
‣ Optimizes the whole processes
‣ Allows you to prioritizes on the potential leads
‣ Manages the lead effortlessly
‣ Eliminate the error
of duplicate conversations
‣ Gives a progressive, active and fast work flow to the organization
‣ Save time, money and resources
‣ Provide a seamless user experience to your employees

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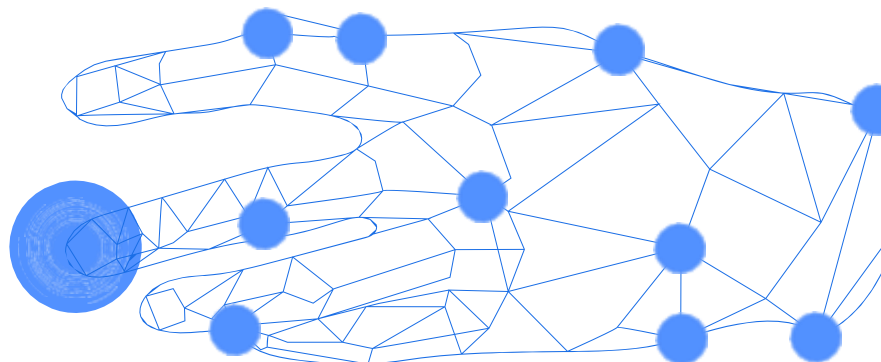
Summary

Lead management documents full history of interactions and experiences with your company, you can analyze exactly how a person was converted from a prospect, to a lead, to a customer and this becomes highly important while developing future strategies. It keeps an account of profits and success too.

With Automation you can keep an account of leads to focus on existing along with future leads to grow your business effortlessly.

Automating the interaction between bulky, vivid and manual tasks you can ease the communication between your team and potential leads to convert them into real deals. Also, it combines different platforms which ultimately reduces time, cost and resources

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Sapper deals with intelligent integration and automation tasks and helps various departments of an organization to perform efficiently. We help you automate different tasks involved in a process and increase efficiency.

Our aim is to make the Human resource department superior in their performance.

For more information, you can visit us at www.sapper.ai
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