

## Lead Profiling and Management

**Client:** IDT

**Objective:** Create a lead management and feedback system to automatically route leads to the correct salesperson, simplify follow-up and increase opportunities generated from leads.

**Activities:** An automatic system of grading contacts was developed, with rules filtering out low-quality contacts, competitors and known time-wasters. Email distribution of leads was set up - with rules routing leads to the IDT sales or distribution contact automatically – and web-based feedback that enhanced database profiling. Prioritisation was also achieved for the most valuable leads, and comprehensive real-time reporting to sales managers.

**Results:** The sales network welcomed the new system and lead follow-up increased from around 10% to almost 100% in several countries.