

## Lead Scoring Case Study

A lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads.

To adjust to if the company's requirement changes in the future so you will need to handle these as well.

There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion. First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.

Data to focus following factors such as Interaction on call.

- Source,Visits, Activity,Specialization, Current Job status, Tags,Payment status.

### 1.Interaction on call

- The duration for which call is placed determines the interest of learners. The no of times interaction takes place determines the interest.
- The way the call ended up is also the factor which will be taken care of by tags putted on lead.
- Gives an overview of lead but majority part is played by call and no of times connected and call placed.

### 2.Source

The source will give a picture of the awareness of the program and the details on which we should focus. It helps us to understand the connectivity of the person and helps us to clarify the mode of communication.

### 3.Visits

- The visit of customer on the website shows the thought process being repeated in the customer's mind which dictates that solution can be with us.

- The only solution would be the clarification which we provides to the customer which depends the tag and no of visits the exploration of free cost programs.

#### 4.Activity

- Visits gives a clear picture of need of lead.
- And the confusion it holds in the mind and the way to fulfill it to get the conversion. And also by the free course interests are shown.

#### 5.Specialization

- The look for the specialization shows the point of interest in the course.
- And the perfect suitable course and comparison gives a clear picture of the interest of lead and factor of comparison.
- After tag we can clearly mention the proceedings.

#### 5.Current Job Status

The job status shows the need and the purchasing power which when getting connected with tag and interest plays a major role in decision making and post interaction activities and closing.

#### 6.Tags

- Gives the clear picture of conversations of the customer with the lead and the exact picture of it stating its nature of decisions made.
- More than just its relation with other parameters it also states the extent of conversion which we can deliver.

#### 7.Payment Status

- The major factor of focus for converting lead is payment and which is dependent on the course of interest.Tags also have a good picture of clarity regarding payment status.• It helps us to know the amount of push we can make to close the customer.