Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans. These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Ans. Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Ans. Implement a Structured Call Process

a. Provide Scripts and Training for Interns

- Develop scripts tailored to each segment, addressing common objections and focusing on value propositions.
- Train interns on effective communication, objection handling, and closing techniques.

b. Use a Pre-Call Prep Checklist

- Provide interns with quick access to a lead's history (e.g., interactions, preferences) to personalize the conversation.
- Include talking points such as:
  - Benefits tailored to the lead's profile.
  - Limited-time offers to create urgency.

c. Track Call Effectiveness

- Use a CRM to log outcomes (e.g., interested, not interested, call back later).
- Regularly review these logs to refine strategies and focus on the most promising leads.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans. I suggest two strategies:

1. Incorporate Feedback Mechanisms

Feedback mechanisms are a valuable way to gauge leads' readiness for conversion while avoiding intrusive communication methods like phone calls. Here's how this can be

implemented effectively:

a. Surveys and Feedback Forms

- Purpose: Understand customer preferences, satisfaction, and readiness to engage further without requiring direct interaction.
- Execution:
    - Design concise, user-friendly surveys with specific questions related to their current needs, pain points, and readiness to purchase.
    - Use tools like Google Forms, Typeform, or in-built CRM functionalities.
    - Offer incentives (e.g., discounts, free resources) to encourage participation.
- Distribution:
    - Share via email, SMS, or chatbots.
    - Embed surveys on your website, especially in areas where high user engagement is observed (e.g., product pages or after downloading resources).
- Benefits:
    - Collect actionable insights to refine future campaigns.
    - Filter out uninterested leads while identifying those ready for a sales conversation.

b. Post-Engagement Feedback

- After a non-intrusive interaction (e.g., downloading an eBook, attending a webinar), send a quick feedback request.
- Example questions: "What did you like most about the resource?" or "Are you interested in learning more about how we can help?"

c. Personalized Follow-ups

- Use the feedback to tailor outreach. For instance, if a lead shows interest in a specific feature, focus communication on that feature in future campaigns.

2. Shift to Non-Intrusive Communication

Shifting to non-intrusive communication channels helps maintain engagement without overwhelming leads. Here's a detailed plan:

a. Preferred Channels

- Email: Best for detailed information, promotional offers, and personalized updates.
- SMS: Effective for time-sensitive messages (e.g., discounts, reminders) due to high open rates.
- Chat: Use chatbots or live chats on your website to address inquiries in real time without initiating direct calls.

b. Execution Plan

- Segment Leads:
    - Use lead-scoring techniques to segment leads based on their engagement level and likelihood of conversion.
    - Prioritize highly engaged leads for personalized messages.
- Craft Targeted Content:
    - Email: Use subject lines that highlight value (e.g., "Discover how we can solve your [specific challenge]"). Provide links to resources or direct them to schedule a call if needed.

- SMS: Keep messages concise and actionable. Example: "Hi [Name], explore our exclusive offer just for you: [link]."
- Chat: Deploy conversational AI to handle initial queries and escalate high-value leads to the sales team.
- Monitor Engagement:
    - Track email opens, link clicks, and chat interactions to identify intent.
    - Automate triggers for further communication when a lead engages (e.g., sends a query or clicks on a product link).

c. Reserve Phone Calls for High-Intent Leads
- Define high-intent actions such as:
    - Filling out a "Request a Call" form.
    - Responding positively to emails or chats (e.g., "Tell me more").
    - Showing repeated engagement (e.g., visiting pricing pages or opening multiple emails).
- Once these signals are identified, schedule calls with personalized information to maximize the chances of conversion.

Benefits of These Strategies
- Efficiency: Reduce unnecessary outreach efforts and focus on high-quality interactions.
- Improved Customer Experience: Avoid intrusive calls while providing value through preferred channels.
- Data-Driven Decisions: Collect insights to refine future campaigns, leading to better targeting and higher conversion rates.