

Lead Scoring Case Study-Summary

- There are many leads created in the preliminary stage, but only a handful of them become paying clients in the later stage. In order to acquire a greater lead conversion, you need to nurture the potential leads well in the intermediate stage (e.g., educating the leads about the product, communicating frequently, etc.).
- First, we filter through the leads we have created to find the best candidates. The most important factors that influence the likelihood of a lead being converted are 'Page Views Per Visit', 'Total Time Spent on Website,' and 'Total Visits,'
- Then we keep a list of leads on hand so that we can keep them up to date on new courses, services, career opportunities, and potential higher education opportunities.
- Keep a close eye on each lead, so we can personalize the content sent to them. Provide career opportunities, material, or courses that are most relevant to the leads' interests. A well-thought-out strategy for charting each lead's needs will definitely help retaining them in long-run and toward converting leads into prospects. Concentrate on leads that have been converted. Hold question-and-answer sessions with prospects to get the information you need. Make more enquiries and visits with the prospects to determine their desire to enroll in online courses and their mindset.
- Based on their personal feedback create minute adjustments and necessary changes in the training the telecommunications team which support the prospects with their queries, so as to maximize candidate satisfaction, thereby improving mouth-to-mouth advertising of the company, which is one of the key factors for influx of new leads/Hot-leads.